ᐃᓕᓴᕐᓂᖅᑐᑦᑕᐅᓯᒪᓕᒃ ᓄᓇᕗᑦ

BUSINESS '89 ᐅᓪᓗᕈᓘᔨᖅᑐᑦ

EASTERN ARCTIC

ON THE MOVE

ᐃᓱᒪᓕᕆᓂ

Business in the Eastern Arctic has reached a cornerstone—the foundation has been laid but there is still much to be done to build a healthy economy.

This supplement, the first of its kind ever published in Nunavut, explores private sector business growth and examines some of the problems businesses face.

Inside, readers find out what government says it is doing to improve the region's economy and learn what business people think it should be doing.

BLANKET COVERAGE

Of the Eastern Northwest Territories and Northern Quebec

Distributed on all First Air northern flights
Now disributed door-to-door in the Keewatin region weekly.
Disributed to all Eastern NWT communities by air freight.

Paulatuk
Aklavik
Sachs Harbour
Resolute Bay
Cambridge Bay
Gjoa Haven
Coppermine
Pelly Bay
Arctic Bay
Spence Bay
Grise Fiord
Nanisivik
Salluit

Hall Beach
Igloolik
Pond Inlet
Broughton Island
Pangnirtung
Lake Harbour
Clyde River
Cape Dorset
Coral Harbour
Rankin Inlet
Repulse Bay
Whale Cove
Sanikiluaq

Baker Lake
Chesterfield Inlet
Eskimo Point
Poste-de-la-Belaine
Kuujjuaq
Quaqtaq
Kangirsuk
Kangiqsualujjuaq
Tasiujaq
Inukjuaq
Kangisujuaq
Povungnituk

Available in Iqaluit at:
The Airport
Iqaluit Co-Op
Discovery Lodge
The Navigator Inn
HTA Association
The Bay
Barsoum Drugs
Arctic Ventures
Kanguk Convenience
W.G. Brown Building
Baffin Video & Stereo

Available in Yellowknife at:
Sutherland's Drugs
Roy's Confectionery
Super A Foods
Yellowknife Inn
Red Rooster Village
Red Rooster Turbo

Call John Liebeck for advertising information. (819) 979-5357

Nunatsiaq News. Get your Message Across!

EDITORIAL

attitude towards business is changing...for the better

There's a tremendous change in the Eastern Arctic these days, and it's being caused by business. From small outfitting and taxi firms to big construction operations, new businesses are springing up and existing businesses are expanding.

The very fact that a business supplement this size can be published in the Eastern Arctic—entirely paid for by advertisers doing business or serving businesses in the Eastern Arctic—is a testament to a growing business community.

In the larger Eastern Arctic communities, the economic growth is obvious. In Iqaluit, more houses, new offices, expanded hotels and even a new restaurant show the growth in the economy. Much of this is government generated as the GNWT moves some of its activities to the East. But accompanying this is the growth of a new service sector.

Transportation, professional services, entertainment, communications, office supplies—as these services are located in the East, the "multiplier" effects on the economy are dramatic. Tourism is also very rapidly becoming a major economic force, and we have only begun to tap its potential.

We are also beginning to see the signs of modern use of renewable resources. Viable shrimp fishing and char processing operations have been started and can be expanded. The seal leather business of Amiq Leathers has a real chance of success if it is handled properly.

Expanding Existing Businesses

But to see a real future for new ventures doesn't mean neglecting existing businesses. Establishing a small business is much more risky than expanding an existing one. Often, many more jobs can be created by an expansion than a new venture.

We need some new initiatives to help existing businesses expand. Tax credits rather than government grants have been suggested by some chambers of commerce to encourage expansion. One of the biggest restrictions on business expansion is the lack of affordable housing—incentives to private home ownership should be continued and expanded.

Banking is an important part of the business community, and there is widespread unhappiness with northern banks. There are too few sources of financing in the Eastern Arctic. The banks here are far from aggressive. They don't seem to be all that interested in new accounts, and they are certainly not interested in risks. Given the economic prospects of the East, can't we interest some who are? This is an area where government support (via government guaranteed loans) could be low cost but very effective.

Co-operatives, now well established across the north, have been successful (and recently showed a profit!), but they have to adapt to a new business environment. They will never again have a monopoly on Inuit art, and that's probably a good thing. Competition should be welcomed—the co-ops will perform better as a result.

Attitude changing

That will take a change of attitude about business that is only gradually coming about. For some years the Eastern Arctic thought that it had the luxury of having the government solve all its problems. Businesses were frowned upon and business people frequently were thought of as people who somehow, by hook or crook—got the upper hand on their fellow citizens.

This attitude is changing. Although business people are still sometimes regarded with a wary eye, there is an increasing recognition of what healthy businesses can bring a community. Business people are more respected in the community—the fact that the head of an Inuit regional association can also be the president of a corporation or a chamber of commerce is a sign of changing views.

Responsible businesses—and we stress responsible—can create jobs, lower prices, and create more choice in products. In short, they serve the community. These businesses hire locally, contribute to the community and reinvest their profits in the region.

There are businesses that don't do that—businesses that provide services in the Eastern Arctic but don't contribute as much to the community. Often they are located or owned out of the region. As part of the development of the East, governments and the business community should search for ways that these businesses can be encouraged to become productive members of an Eastern Arctic community.

The best way of doing that is to create a healthy environment for businesses that operate here and act as good corporate citizens. It is frustrating for a local construction business to see an imported business using entirely imported labour constructing a local building, yet it happens all too often.

Award contracts here

It is frustrating for local firms to learn of tenders days or weeks after they have been announced in Yellowknife, allowing them less time to prepare a proposal. And it is frustrating to learn that the proposal was awarded in Yellowknife or the south, even though the tender winning business does not have to pay Eastern Arctic costs on a year-long basis.

There is still much work to do to allow Eastern Arctic jobs to compete fairly for government contracts. A business shouldn't have to locate in Yellowknife to bid on government work, but sadly that is often the case.

Making government contracts and funding programs more accessible in the East is one giant step towards a better economy. Active chambers of commerce that can forcefully represent their members' interests is another. More local buying by governments, businesses and individuals is another. Encouraging people to start or expand businesses, through training, investment, grants, government privatization or simple encouragement are yet others.

As we do this, we should look for ways to spread benefits throughout the economy. If only Iqaluit, Rankin, Kuujjuaq and Cambridge Bay get the funding, contracts and jobs, the economy will never be as dynamic as if the whole region shares jobs more fully.

To accomplish this we must look at "micro-businesses" in tourism, arts and crafts, and the services. And we must use government funds to help start these businesses. Let's start by reducing red tape and improving information to make these programs more accessible in smaller communities where the funds are most needed.

Finally, we must not forget education and job training. Too often the successful Arctic business expands by hiring from the south. At the same time, unemployment in some communities approaches 75% of the adults. We need to increase our job training funds dramatically; it is the only way in the short-term that the unemployed can be brought into a better economy.

We have only begun to create a healthy private sector in the Eastern Arctic. But this business supplement shows that we have made a very good start.

Nunatsiaq News
ᓄᓇᑦᓯᐊᖅᖁᓪᓗ ᐱᔪᓐᓇᕐᒪᑦ

EDITORIAL
attitude towards business is changing...for the better
1

CONSTRUCTION
companies in the North getting more business
3

FREE TRADE
studies differ about effects of agreement on NWT
5

NORTHERNERS
may get jobs but few contracts from NWS
6

FINANCING
programs northern entrepreneurs can access
11

THE INSIDE VIEW:
applying for a government grant
13

BUSINESS JARGON
14

STRATEGY
to be unveiled by spring
16

SELLING
the Eastern Arctic
19

WOMEN
becoming successful entrepreneurs in the North
25

BAFFIN
chamber gives business a voice
28

KEEWATIN
regional chamber sets the pace
32

KITIKMEOT
chambers question bureaucrats' actions
36

ARCTIC COLLEGE
prepares students for business
41

NORTHERN
dollars in southern markets
49

BAFFIN'S
low buck air service
51

M & T ENTERPRISES
a Keewatin success story
57

NORTHERN TAX CHANGES
59

This first-ever **Eastern Arctic Business '89** supplement is published by *Nunatsiaq News*, the newspaper of record for the Eastern Arctic since 1972.

Nunatsiaq News is published weekly by:

Nunatext Publishing Corporation
P.O. Box 8, Iqaluit, NWT, X0A 0H0
Telephone: (819) 979-5357
FAX: (819) 979-4763
Subscriptions: $25 yearly
Second Class Mail No: 3076 Iqaluit, NWT,
6209 Smiths Falls, Ontario

Publisher and General Manager: Steven Roberts
Production Staff: Taqialoo Sataa, Joe Zakal and Kelly Brown
Managing Editor: Kelly Curwin
Inuktitut Editor: Itee Akavak
Translator: Elizabeth Lloyd
Editorial Staff: Matthew Spence, Janice Edgar and Jim Shirley
Sales Manager: John Liebeck

Cover photo: Above ground utilidor link, Iqaluit, NWT. Photo by Mike Beedell.

Rec'd MAR 21 1989
Order No.:
Price: Free
Acc. No:
BOREAL INSTITUTE LIBRARY

Nunatsiaq News
ᓄᓇᑦᓯᐊᖁᑎ ᐱᓕᕆᓕᕐᓂᒪᓕᒃ

ᑎᑎᕋᖅᑎᐅᑦ ᑎᑎᖃᐅᓯᐊᖅᑎᓕᒃ
ᓇᓗᓂᖅ ᑭᓇᐅᔨᓕᑦᔪᓂᑦ. ᐃᓱᒪᒋᔭᐅᓂᖅ ᐊᓯᖏᓐᓄᑦᑕᕐᓂᖅ...ᓇᓚᒪᓂᖅᓴᒍᑦ
2

ᓴᓇᔪᑦ
ᐅᑭᐅᖅᑕᖅᑐᑦ ᑲᒪᔨᓂᖅ ᑭᓇᐅᔨᓕᑦᔪᓂᑦᔪᑦ ᐱᓕᕆᖅᑕᕐᕕᑦᓯᓕᕐᓂᖅ
4

ᓇᖅᑐᓂᖅᓯᓂᑦᔪᑦ ᑭᓇᐅᔨᓕᑦᔪᓂᖅ
10

ᐃᓗᐊᓂᒃ ᖃᒥᖅᑭᓂᖅ:
ᑭᓇᐅᔨᓂᒃ ᐱᓇᓱᐊᓂᖅ ᑲᓪᓚᒃᓯᓂᓕ
12

ᐊᖏᓇᐃᑦ
ᐅᑎᖅᑕᖅᑐᑦᑎᐅᑦᑕ ᓇᖅᑐᓂᖅ ᑭᓇᐅᔨᓕᑦᔪᓂᖅᓱᑦ
ᐱᓕᕆᓇᖅᑐᑎᐊᖅᑐᓂᑦ
22

ᖃᑉᓇᐃᑦ
ᐅᑎᖅᑕᖅᑐᑦ ᐃᓕᓴᕐᓂᖅ ᑲᓪᓚᒃᓯᓂᓕᒃ ᓄᓇᖃᖅᑎᐅᔪᑦ
ᖃᑎᖅᑕᓕᒃᑐᖅᓯᓂᑦ
26

ᑭᓐᓄᓕᕐᑎᐅᑦ
ᓇᓗᓂᖅ ᐱᓕᕆᐊᖅᑐᑦᑕ ᑲᑎᓴᖅᑎᑎᖅᓯᓂ ᓴᓇᖃᖅᑎᐅᔪᑦ
34

ᖃᑎᖅᑎᐅᑦ
ᑲᑎᓴᖅᑎᑎᖅᓯᓂᑦ ᓇᓚᒪᓂᖅᓴᒍᑦ ᐅᖃᖅᑐᓕᕐᓂᖅ
ᐊᑐᖅᑕᖅᑐᑦᑎᐊᖅᑐᓂᖅᓴᒍᑦ
38

ᓄᓇᑦᑕ ᓱᓕᑦᑐᓴᖃᖅᑎ
ᐅᑦᓗᖅᓚᐅᓴᐅᓪᓚᖅ ᐃᓕᓐᓄᑦᑐᓂᖅ
42

ᖃᑎᖅᑕᓕᒃᖃᒥ
ᑎᖅᑎᓗᒃᓴᖅ ᖃᓄᖅᑭᐅᓂᖅᑐᑦᑕᑦᑐᓂᖅ ᐊᑎᖅᑕᓕᕐᕕᑦᓯᓕᕐᓂᖅ
55

ᑎᑎᕋᖅᑕᐅᓪᓚᑦ ᐱᓇᓱᐊᓱᑕᒪᑦ:

ᓄᓇᒃᓴ ᐅᖃᓕᒫᓕᕐᑎᑎᖅᓯᓂᖅ
Nunatext Publishing Corporation
P.O. Box 8, Iqaluit, NWT, X0A 0H0
Telephone: (819) 979-5357
FAX: (819) 979-4763

ᐱᓇᓱᐊᓱᑕᒪᑦ ᐊᖏᕐᕕᒋᑦ ᐊᑭᖅᑐᓂᖅ $25-ᓂᒃ
Second Class Mail No: 3076 Iqaluit, NWT,
6209 Smiths Falls, Ontario

ᑎᑎᕋᖅᑎᐅᔪᑦ ᑎᑎᕋᖅᑲᐅᔨᓕᑦᔪᖅᑕᓂᖅ

ᓇᖅᑐᓂᖅ ᑭᓇᐅᔨᓕᑦᔪᓂᑦ ᐃᓱᒪᓕᕆᔨᐅᓂᖅ ᐊᑭᓚᖅᔪᖅᑕᕐᕕᑦᓯᓕᕐᓂᖅ...ᓇᓚᒪᓂᖅᓴᒍᑦ

ᐅᑦᓗᑎᐅᔪᑦ ᐅᑭᐅᖅᑕᖅᑐᑦ ᑲᓇᓴᓇᓂ ᐊᑭᓚᖅᔪᖅᑕᕐᓗᓂᖅᓴᒍᑦ, ᐱᓕᕆᔨᐅᓪᓚᑦ ᑕᐃᒪ ᓇᖅᑐᓂᖅ ᑭᓇᐅᔨᓕᑦᔪᓂᖅ. ᐱᓕᕆᔨᐅᓂᖅᓱᑦᑎᓂᑦ ᑕᒪᓐᓇᖅᑐᒥ ᑎᑭᓂᖅᓱᓕᒫᓂᖅᓴᒍᑦ ᐊᑭᓚᖅᔪᖅᑕᕐᕕᑦᓯᓕᕐᓂᖅ ᐱᓕᕆᔨᐅᓪᓚᑦ ᐃᓕᓴᕐᓂᖅᓴᒍᑦ ᐊᑭᓚᖅᔪᖅᑕᕐᕕᑦᓯᓕᕐᓂᖅ

CONSTRUCTION

companies in the North getting more business

by Janice Edgar

IQALUIT—Construction activity in the Baffin Region has not increased much in the last year but northern construction companies are getting more of the business.

Ken MacRury, Baffin regional director for the GNWT, says it is starting to pay off. Most of the building activity taking place in the Baffin is government sponsored and "northern businesses are getting more of the government contracts."

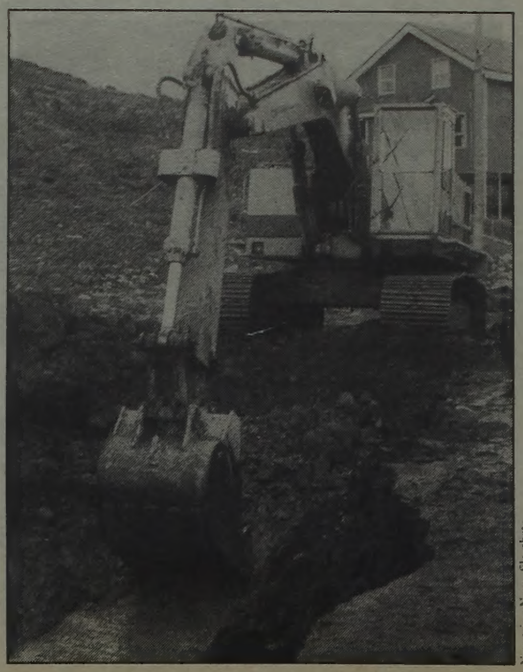
Stuart Kennedy, Baffin Region superintendent for the Department of Public Works—the Department which awards most of the GNWT's building contracts—says that in addition to the preference policy, northern contractors are also getting the work because they are submitting tenders that are competitive with southern-based contractors.

Kennedy says that because the policy has been successful so far, efforts are being made to try and accelerate it. A capital planning committee, chaired by DPW, will try to increase the amount of involvement of northern businesses in the construction of GNWT-sponsored capital projects. The net effect of this policy, he says, will be an increase in the amount of money that remains in the Region.

Northern construction companies like Tower Construction site other reasons as well for the increased business that they are receiving from the government. John Jacobsen, spokesman for Tower Construction, says an increase in construction in the south means fewer southern-based companies are interested working up North. So when a southern company does bid on a northern contract, the bid is likely to be higher than previously because the southern firm does not need the work.

Jacobsen says this has taken some of the pressure off northern contractors who can then be more realistic in their bids. They, in turn, better reflect the costs of being established in the North.

However, with higher bids being submitted, the GNWT has had to cancel some of the building projects it had planned for this year. The Department of Municipal and Community Affairs (MACA) has cancelled or scaled down three construction projects planned for this fiscal year.



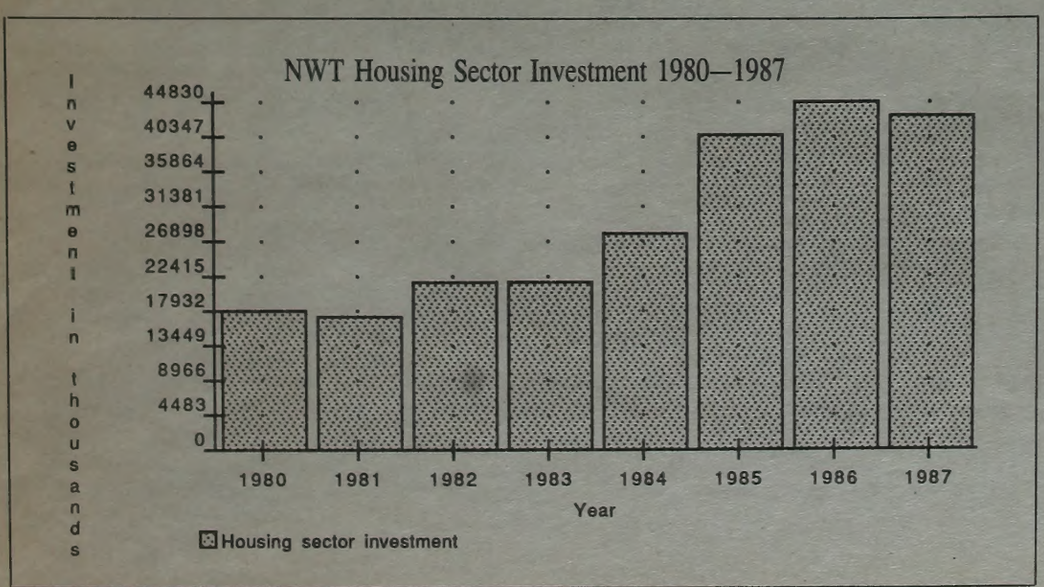
Nunatsiaq News file photo

Mike Ferris, Baffin Region superintendent for MACA, says that all the bids received for these particular projects were much higher than the Department had expected.

Kenn Harper, a private businessman and shareholder (owner) in Ninety North, a construction firm, says private construction is also increasing. The number of private versus government homeowners is increasing as well, Harper sees this as an indication that banks are more willing to finance private construction in the Eastern Arctic.

Harper concedes that continued growth in the Region will largely depend on the government. He is, however, unhappy with the federal government's inability to develop a northern preference policy for large, capital projects like the North Warning System. In his opinion, large projects being built in the North should benefit northerners.

However, Harper says that if the federal government is unwilling to recognize that the costs are higher for northern businesses then "most of the money being spent by the federal government on this project will end up in the south."



Kivalliq Freighting

"Serving the Keewatin from Rankin Inlet"

Kivalliq Freighting can ship your goods via fully insured longliner boat between Baker Lake, Chesterfield Inlet, Coral Harbour, Eskimo Point, Rankin Inlet, Repulse Bay, Wager Bay, Whale Cove and Churchill on a contract basis. General cargo insurance coverage offered.

Box 315
Rankin Inlet, NWT
X0C 0G0 **(819) 645-2921**

MacKay & Partners

Chartered Accountants/ Management Consultants

Yellowknife
Vancouver, Edmonton,
Cologna, Whitehorse,
Cambridge Bay, Iqaluit.

Offiliated with
MacKay, Stewart
Management Consultants Ltd.
Iqaluit Office

P.O. Box 20
Iqaluit, N.W.T.
X0A 0H0

D. Rosamond Donnelly,
B. Acc., C.A.
Manager
Telephone (819) 979-6603

IQALUIT PLUMBING & HEATING LTD.

Residential & Commercial Installations & Service in Iqaluit and throughout the Baffin

MATERIALS

Call us for quotations on all your plumbing and heating supplies from all major manufacturers

P.O. BOX 1311
IQALUIT, N.W.T. X0A 0H0 **(819) 979-6060**

uma

WORKING WITH THE PEOPLE OF IQALUIT AND THE COMMUNITIES IN THE BAFFIN REGION

UMA Engineering Ltd.

-Engineers
-Planners
-Project Managers

P.O. Box 2545
Yellowknife, NWT
X1A 2P8
Telephone: (403) 920-4004
FAX: (403) 873-5610 uma

ᑭᓯᓪᓚᖅ
ᑎᓴᕐᕋᓕᓂᔅᓴᓪᓕᐅᑦ

"ᐱᓕᕆᔨᑐᑦ ᑭᓯᓪᓚᖅ
ᑲᖏᖅᓯᓂᖅᓯᐊᖅᑐᖅᑕᑦ"

ᑭᓯᓪᓚᖅ ᑎᓴᕐᕋᓕᓂᔅᓴᓪᓕᐅᑦ ᑎᓴᒪᓐᓇᖅᑐᑦ ᐃᖅᓯᒪᑦ ᓴᓇᓯᓂᖅᑐᑦ ᓇᓕᓐᓂᔅᓴᓪᓕᐅᑦ ᑎᑎᕋᖅᑕᐅᓪᓚᑦ ᑎᑎᕋᖅᑕᐅᓪᓚᑦ ᖃᓄᐃᓕᓐᓂᖅ, ᐃᓐᓇᓕᕐᓂᖅ, ᓴᓪᓚᑦ, ᑲᖏᖅᓯᓂᖅ, ᓄᓇᕗᑦ, ᐃᓐᓇᑦ ᑭᓪᓗᒍ, ᐊᑐᓴᖅᑎᑦᓯᐊᖅᑐᑦ ᑲᑎᒪᔨᖅᑎᑦᓯᐊᖅᑐᑦ ᐊᑐᖅᑐᑦ ᐃᓕᓴᕐᓂᖅ

FREE TRADE

studies differ about effects of agreement on NWT

by Matthew Spence

IQALUIT—Two reports studying the impact of the Canada-United States Free Trade Agreement (FTA) have come to opposite conclusions about its effect on the North.

The Canada-US Free Trade Agreement, Review of the Implications for the NWT authored by Chandra Oodit, Murrey Smith and Frank Stone of the Institute for Research on Public Policy (IRPP), concludes that in many cases northerners will benefit from the FTA. Lower tarriff on imports from the US and more competition from American industry will lower consumer prices. The net effect will be a lower cost of living making it cheaper to live in the North.

"The removal of Canadian tariffs on imports from the US would exert downward pressure on prices of inputs (goods) for industry in the area. A more buoyant Canadian economy would (result and) generate higher tax revenues for the federal government, some of which could be used to finance economic development and other programs in the NWT."

However, the report cautions that NWT producers may face increased competition themselves.

The report says that Canadian subsidies and regional development programs will not be

restricted under the FTA unless the US feels Canadian imports are unfairly injuring an American producer.

Another report done by Frances Abele and Peter Usher called *A New Development Policy for the North? The Impact of the Canada-US Free Trade Agreement* prepared for The Canadian Centre for Policy Alternatives says that the FTA will restrict economic development in the North.

The report assumes that economic activity in the North needs to be heavily subsidized by government. The FTA would restrict the amount of government involvement in the economy because of the US's free market approach. Because the northern economy has traditionally been driven by government expenditures, Usher says without it, the northern economy would be "basically dead."

He also questions how much consideration was given to the North during the FTA negotiations. He says Canadian negotiators failed to get an exemption for the Canadian Inuit from the US Marine Mammals Protection Act, (the Act prohibits importing and selling in the US of any part of marine mammals such as polar bears and seals) even though Alaskan Inuit are exempt. "This a good example of the lack of concern about the interests of northerners," says Usher.

The report concludes that the lack of concern will reverse any sort of economic development initiatives in the North. The FTA "in the most fundamental way threatens to reverse the progress made by residents of both territories during the last twenty years, and return their economies to "the narrow, weak, and colonial past."

Nunasi Corporation

Major shareholders in:

Amiq Fine Leather Products
Nunasi-North Airlines
Northern Transportation Company Limited (N.T.C.L.)
Iglu Hotel (Baker Lake)

"Building a better tomorrow for our people of Nunavut today"

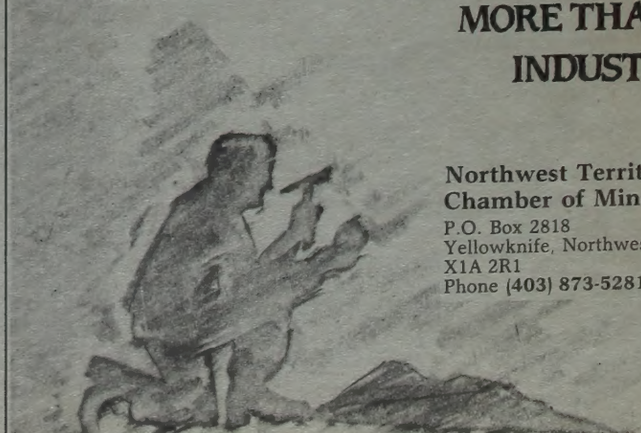
Head Office:
P.O. Box 2641
Yellowknife, NWT (X1A 2P9)
(403) 920-4587

A stake in the north

The Mining Industry spent more than $100 Million in the North last year!

We can help you to participate in the North's biggest economy...

MINING. MORE THAN AN INDUSTRY



Northwest Territories Chamber of Mines
P.O. Box 2818
Yellowknife, Northwest Territories
X1A 2R1
Phone (403) 873-5281

NORTHERNERS
may get jobs but few contracts from NWS

by Matthew Spence

IQALUIT—The North Warning System (NWS), being constructed to replace the obsolete Distant Early Warning system (DEW-Line), is supposed to be built and maintained by contractors who must use northern companies.

When completed, the NWS will consist of a series of 11 manned long-range radar sites and 36 unmanned short-range radar sites located along Canada's Arctic coastline. The Canadian and American armed forces will upgrade some old DEW-Line sites and build new sites to better track air traffic approaching North America from the Arctic. All 47 sites are to be built and operating by 1992.

Gary Nicholl, assistant manager of the North American Air Defence Modernization (NAADM) Project for the Department of Indian Affairs and Northern Development in Ottawa, says contracts for the construction of the unmanned radar sites have not been awarded yet. However, all of the long-range radar sites are either finished or near completion.

The contract for the operation and maintenence of all 47 sites was awarded to an Edmonton-based firm, Frontec Logistics Corporation. The contract stipulates the involvement of northern sub-contractors. A Yellowknife-based company called Northern Industrial Catering and Accommodation will provide the food and housekeeping services for the entire operation. Frontec has sub-contracted other companies including Raytheon Canada of Ontario and NewTel, a Newfoundland-based subsidiary of Bell Canada Enterprises.

Although the contract stipulates northern involvement, Nicholl says that it was Frontec's strong promotion of northern participation and development that got them the contract. "Frontec has stated time and again that it would like to see 75 to 100 per cent northern employment under this contract."

According to Nicholl, about 40 per cent of Frontec's NWS employees are northerners right now. This is because many of the jobs are quite technical in nature and there isn't enough qualified northerners to fill the positions. (See related story on page 40.)

Unlike the construction contracts, operation and maintenence of the sites is a long-term contract. Nicholl says this gives a company like Frontec the time to train northerners for the jobs and steadily increase the number of northern employees.

However, because construction of the sites is over a much shorter term, it is more difficult to stipulate a large proportion of northern involvement because, according to Nicholl, there may not be the people in the region who are able to do the job.

"Two of the primary constraints are time and money. If a northern contractor cannot do the work until later, or is charging a lot more than a southern-based firm, the company building the radar site will be allowed to use that southern-based firm," he says.

Nicholl says a "northern maximization" clause specified in the contracts to build the short-range radar stations and a "10 per cent northern participation" clause for the Baffin and Keewatin regions ensures that northern companies will get some of the construction business. He says that DIAND will establish a Northern Benefits Authority to investigate any complaints made by either northern businesses or southern contractors. Under this system, Nicholl hopes to be able to include as many northern firms as possible on the project without needless delays in construction or overspending.

But Jacques Belleau, president of the Baffin Region Chamber of Commerce, is not very optimistic that northern firms will get any of the construction business. He says that the size of the contracts—even the sub-contracts—are so large that a number of Baffin businesses would have to greatly expand their operations to do the

NORTHERNERS—9

ᓄᓇᓕ
ᔨᐊᐳᓪᓚᕆᓂ

ᑲᑐᔾᔨᖅᑎᖅᓴᒪᓕᓪᓚᑦᑐᑦ ᐅᔨᓂᖅᑏ:

ᐊᒥᖅ ᐃᖅᖅᑎᑕᕐᔨᓕᐅᖅᑎᓯᑦ
ᓄᓇᓕ-ᐅᑭᐅᖅᑕᖅᑐᑐᒥ ᖃᖅᑕᕆᔨᓕᓪᓚᓂᔾᑦ
ᐅᑭᐅᖅᑕᖅᑐᑐᒥ ᐃᖅᑎᖅᐊᐅᑎᓕᓪᓚᓂᔾᑦ
ᑲᒪᕆᓂᔨᑦ (N.T.C.L.)
ᐃᓪᓗ ᓴᓂᑕᕆᕕᒃ (ᖃᖅᒪᓂᖅᑐᐊᖏᑦ)

"ᐱᑭᖅᑕᓪᓕᐊᑎᓴᓂᖅ ᐱᐅᓂᖅᒥᒃ ᓴᕐᓂᑕᖅᓯᑦ
ᐃᓄᖅᑎᑎᓐᓄᓪᓕᑦ ᓄᓇᕗᑦᑐᑐᓂᒃ ᐅᓪᓗᒥ"

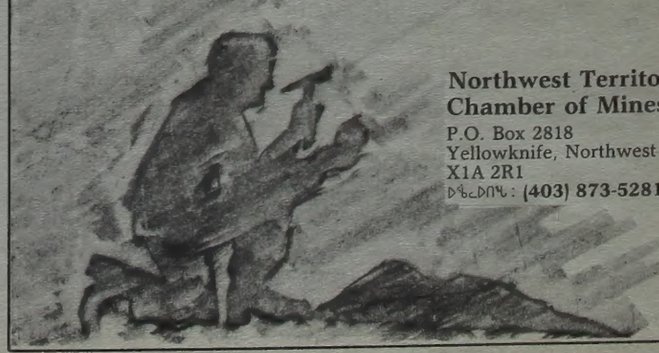
Head Office:
P.O. Box 2641
Yellowknife, NWT (X1A 2P9)
(403) 920-4587

ᐸᓇᐅᔭᖅᓂᒃ
ᐱᑭᖅᑕᓪᓕᐊᑎᓴᓂᖅ ᐅᔭᖅᓂᒃᑐᐃᓐᓇᖅᑐᒥᔪᖅ
ᐅᑭᐅᖅᑕᖅᑐᑐᒥ

ᐅᔭᖅᓂᒃᑐᐃᓐᓇᖅᑐᒥ ᐅᔭᖅᓂᒃᑐᐃᓐᓇᖅᑐᒥᔪᖅ ᐸᓇᐅᔭᖅᓂᒃ ᐊᑐᓪᓚᕆᔨᒃᑐᑦ
$100 ᒥᓕᐊᓐᖓᔪᓕᐊᓂᒃ ᐅᑭᐅᖅᑕᖅᑐᑐᒥ!

ᐃᓕᓴᕐᓇᖅᑐᑐᒥᔪᑦ ᐃᓕᒪᔨᐅᓕᕐᓇᓂᔭᐅᓂᐊᖏᓐᓄᑦ ᐅᑭᐅᖅᑕᖅᑐᑐᔪᑦ
ᒪᑭᒪᔨᓄᖅᓂᓪᓕᑦ ᐊᖅᑎᓂᖅᓯᔪᓕᑦ...

ᐅᔨᖅᓂᒃᑐᐃᓐᓇᖅᑐᒃ,
ᐃᖅᓗᓇᐃᔨᖏᓐᓄᑐᐃᓐᓇᖅᑐᑐᒥᖅ!



Northwest Territories Chamber of Mines
P.O. Box 2818
Yellowknife, Northwest Territories
X1A 2R1
ᑲᖏᓕᑎᖅᓴᒃ: **(403) 873-5281**

The Special Committee on the Northern Economy

How can we improve the economy of the Northwest Territories?

How can we create more jobs and ensure that all our residents will be able to live with an adequate standard of living?

How can we ensure that our children are trained and equipped to face the future?

The members of **The Special Committee on the Northern Economy** want to find answers to these questions.

The Legislative Assembly has asked the Committee to develop a long-term strategy that will guide economic development in the Northwest Territories from now until the year 2000. We will complete our work and present our recommendations at the Legislative Assembly's fall session in 1989.

Why is the Legislative Assembly so concerned about the economy of the Northwest Territories?
Our economy is changing rapidly. The future is uncertain. In the past we depended on exports and government to drive our economy. But competition and changing world conditions have limited the importance of our exports of minerals, gas, oil and furs. Government, with its limited resources, can no longer grow and develop as it has in the past.

Our population is growing faster than anywhere else in Canada. your young people entering the work force between now and the year 2000 are to find work, we must create 400 to 500 new jobs every year. Our economy won't improve by itself. We have to take the initiative. We want to present the Governemnt of the Northwest Territories with some fresh, practical ideas for improving the economy.

We need your views.
The Special Committee on the Northern Economy is turning to you—the representatives of government, industry, labour, small business, native organizaitons and communities. We want you to help us develop a strategy we can recommend to the government—a strategy that will guide our economic development into the next century.

Our committee has adopted a two-pronged approach. We are studying key areas of the economy to identify major problems and work out possible solutions. And we are travelling to each constituency to listen to the concerns and suggestions of community residents and groups.

We invite you to attend the public meeting in your community and speak directly to the Committee.

If you prefer, you can put your suggestions in writing and send them to:

The Chairman
Special Committee on the Northern Economy
Legislative Assembly of the Northwest Territories
P.O. Box 1320
Yellowkinfe, NWT X1A 2L9

Members of the Special Committee on the Northern Economy

Co-chairman

Peter Ernerk, MLA Aivilik
Brian Lewis, MLA Yellowknife Centre
Don Morin, MLA Tu Nedhe

Members

Micheal Angottitauruq, MLA Natilikmiot
Joe Arlooktoo, MLA Baffin South
John Pollard, MLA Hay River
Ludy Pudluk, MLA High Arctic

Alternate Members

Sam Gargan, MLA Deh Cho
Bruce McLaughlin, MLA Pine Point
Richard Nerysoo, MLA Mackenzie Delta
Tony Whitford, MLA Yellowknife South
Henry Zoe, MLA Rae-Lac la Martre

For further information about the Committee, contact:

Doug Schauerte
Committee Clerk
Special Committee on the Northern Economy
Legislative Assembly of the Northwest Territories
P.O. Box 1320
Yellowknife NWT X1A 2L9
Telephone: (403) 920-8098
Toll-free Telephone: 1-800-661-0784
Fax: (403) 920-4735

Northwest Territories LEGISLATIVE ASSEMBLY

ᑲᑎᒪᓕᕆᓂᖅᓱᐃᑲᐃᓐᓇᖅᑐᑦ ᐅᑭᐅᖅᑕᖅᑐᑎ ᒪᑭᒪᔨᐸᑎᓂᕆᓂ ᐱᔨᐸᑎᑎᓕᓂ

ᖃᐅᔨᖅ ᐱᐅᓯᑎᕈᐊᔪᐃᖅᓯᐅᓐᓇᖅᑐᑦ ᒪᑭᒪᔨᐸᑎᓂᕆᓂ ᓄᓇᓕᕈᐊᖅᑎᒋᑦ?

ᖃᐅᔨᖅ ᐃᖅᑲᓇᐃᔾᓂᕆᑲᐅᓂᔨᔪᓐᓇᖅᑐᑦ ᐊᒻᒪᓗ ᓇᓗᓇᐃᖅᓯᒍᓐᓇᖅᑐᑦ ᓄᓇᓕᒥᐅᑕᓕᒫᖅᑐᑦ ᐃᒻᒥᑲᓂ ᐃᓄᓐᓄᓕᕈᐊᖅᓯᒪᓕᕆᓂ ᐊᑲᐅᔪᓂᓕᕆᓂᖅᓱᐃᓄᑦᑐᑦ ᓇᐅᑎᖅᑎᓕᕆᓂ?

ᖃᐅᔨᖅ ᓇᓗᓇᐃᖅᓯᒍᓐᓇᖅᑐᑦ ᖃᑐᐃᖅᑲᑦ ᐃᓕᓴᓂᐊᕐᓯᒪᕆᓕᕈᐊᖅᓯᒪᓕᕆᓂ ᐊᒻᒪᓗ ᓯᓇᑲᓂᖅᑎᒋᑦᑐᓕᕆᓂ ᓴᓇᖅᓱᓂᐊᖅᑕᕐᓂᓴᓂ ᓴᓇᓂᕐᓂᒥ?

ᑲᑎᒪᓕᕆᓂᖅ ᑲᑎᒪᓕᕆᓂᕕᓱᐃᑲᐃᓐᓇᖅᓄᓇᓕ ᐅᑭᐅᖅᑕᖅᑐᑎ ᒪᑭᒪᔨᐸᑎᓂᕆᓂ ᐱᔨᐸᑎᑎᓕᓂ ᖃᐅᔨᐸᑎᓂᕆᑕᐅᕈᒪᔪᓕ ᒪᓕᒃᑐᖅ ᐊᓯᔪᓂᓕᕆᓂᖅ.

ᒪᓕᓕᐅᖅᓯᒃ ᑎᓕᔪᒪᓕ ᑲᑎᒪᓕᕆᓂᖅᓱᐃᑲᐃᓐᓇᖅᓄᓇᓕ ᐱᓕᕆᑎᓂᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ ᐅᖃᓕᒫᓂ ᐊᑐᐊᓕᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ ᐊᑐᐊᓕᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ ᐅᖃᓕᒫᓂ 2000. ᐱᔨᓴᓕᓗᒍ ᐃᖅᑲᓇᐃᔾᓂᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ ᐊᑐᐊᓕᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ ᐅᖃᓕᒫᓂ 1989ᒥ.

ᓯᓚᒥ ᒪᓕᒪᓕᐅᖅᑎᑦ ᐃᓕᓴᕐᓂᖅᓱᓚᕐᔪᑦ ᒪᑭᒪᔨᐸᑎᓂᕆᓂ ᓄᓇᓕᕈᐊᖅᑎᒋᑦ?

ᒪᑭᒪᔨᐸᑎᓂᕆᓂ ᐊᓯᕐᓴᖅᓯᓕᕆᓂᔪᓂ ᓯᓚᓂᒥᑲ. ᓯᑐᓂᕆᓂᖅ ᖃᐅᔨᓴᓚᖃᖅᑎᓂᒃᑯ ᖃᓄᐃᓕᑐᐃᓐᓇᖅᑐᓂ. ᐅᓪᓗᓯᓂᐊᕐᓂ ᑕᑎᑭᖃᖅᖃᖅᑕᕐᓂᐅᕐᓯᓚᕆᔪᓂᑦ ᑎᑎᕋᐅᖃᖅᖃᖅᑕᕐᓂᐅᕐᓯᓚᕆᔪᓂᑦ ᓯᓚᓂᓯᔪᓐᓇᖅᑐᓂ ᑲᑎᒪᓕᕆᓂᖅᓱᐃᓄᑦᑐᓕᕆᓂ

Nunatsiaq News file photo

Kenn Harper (in background) with employees at Arctic Ventures in Iqaluit. The store supplies Brevoort with food.

work. However, because the construction is to be completed in 1992, expansion would only be short term.

Belleau is also concerned that construction and operation and maintenence supplies will be provided from Winnipeg and will be done by the federal government, primarily the Department of National Defence.

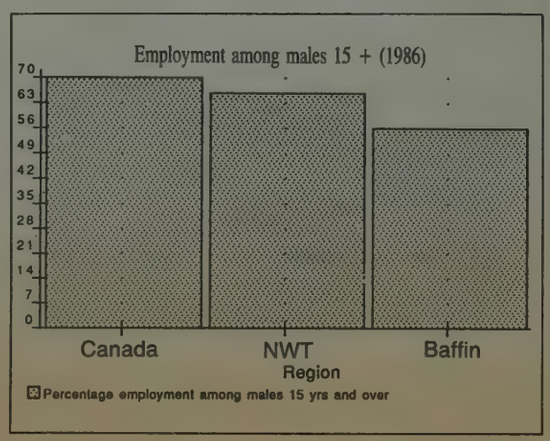
"Not only will we not get any of the work building these sites, but our transportation links will not even be enhanced by the flow of materials North." Belleau would like to see the sites supplied from Ottawa or Montreal using existing transport links.

John Crichton, First Air executive vice-president, remains optimistic northern air carriers will get some of the re-supply business. "Iqaluit is to be one of the supply centres for the sites in this zone. Even if we don't bring the materials into Iqaluit, we are optimistic that we will get some of the business moving the supplies from Iqaluit to the sites."

Crichton says First Air has two flights a week into Brevoort Island now. It is the only operational site right now in the Baffin and First Air transports food and people there to and from Iqaluit

Kenn Harper, owner of Arctic Ventures, a food and merchandise store in Iqaluit, says his company is supplying Brevoort with food. He's very optimistic that Ventures will get more business from NAADM and says he is very happy with the arrangement so far.

Cheri Kinnear, president of the Iqaluit Chamber of Commerce, says re-supplying of the sites may benefit some northern companies, but the total amount of money that will be spent here is very little compared to the amount being spent



Nunatsiaq News file photo

Cheri Kinnear

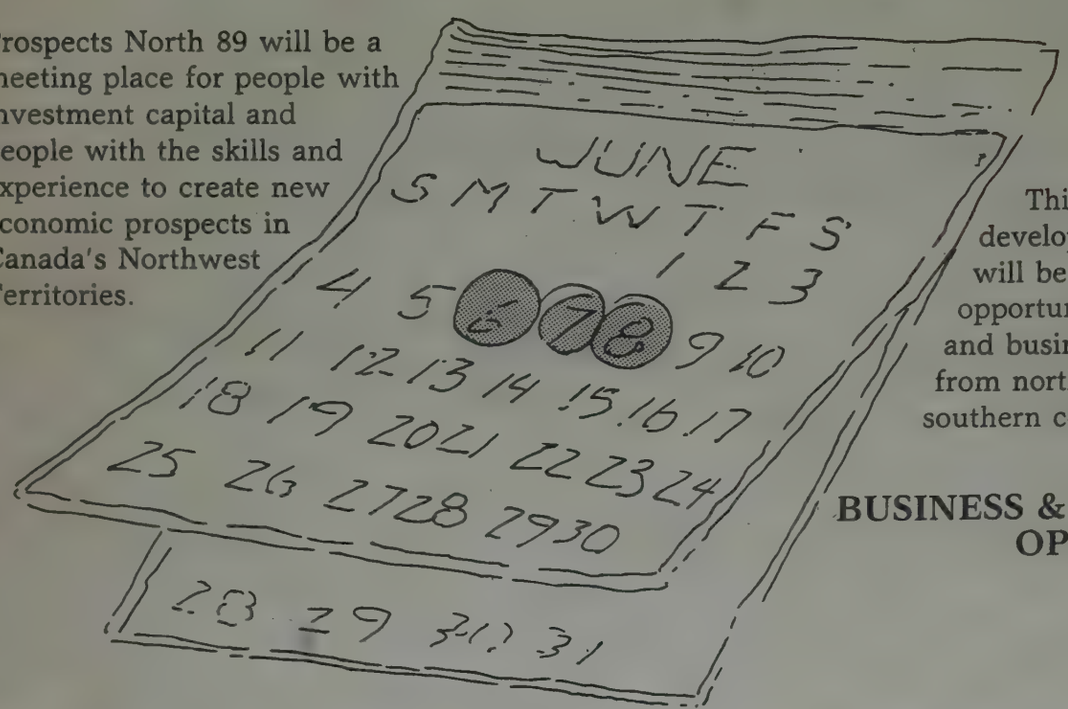
on site construction. However, she echos Belleau's sentiments that many northern businesses will not be able to get any of the construction work because of the size of the contracts.

Because the contracts have not been awarded yet, Kinnear says she can't be sure how much work will be given to northern businesses. However, she feels that the biggest thing the North will supply to the construction phase of the NWS is people.

Belleau agrees. "The northern public will probably benefit from jobs, but northern businesses will get very little of the work."

Check the Prospects

Prospects North 89 will be a meeting place for people with investment capital and people with the skills and experience to create new economic prospects in Canada's Northwest Territories.



This major economic development conference will be an excellent opportunity to meet trade and business people from northern and southern centres.

BUSINESS & INVESTMENT OPPORTUNITIES

For more information contact:
Prospects North 89
Bag 1989
Yellowknife, N.W.T. X1A 2R3
Tel: (403) 873-1989

Prospects North 89

ᓇᒥᓂᖅᑎᓂᕐᒪᑦ ᐱᓇᐅᔭᓕᐅᕐᓂᑦ

ᐊᐳᑐᔪᑦ: ᐱᔪᓐᓂ.

ᐅᑎᖅᑎᓂᖅᑕᑦᑎᐊᓂᖅ: ᐱᓇᐅᔭᓂᒃ ᐊᑐᓂᓂᒋᐊᓂᐅᔭᓂᒃ.

ᐊᐹᑦᔨᐅᔭᑦ: ᓂᐅᕕᐊᖏᓇᓂ ᓂᐅᐳᑕᐅᖅᓯᒪᓕᖅᑕᑐᑦ.

ᐊᐹᖅᓇᐊᐹᓂᖅᑐᑦ ᓇᑕᐅᖏᓇᔭᓕᓂᖅᓂᓇᓂᒃ ᐊᑐᓂᓂᒍᔭᐊᒪᓪᓗᓇᓂᑦ: ᐱᔪᓐᓂᒪᓕᑦ ᐊᖏᐳᖅᓯᒪᔪᑦ (ᓇᓇᐱᖏᓪᓗᔪᑐ) ᐊᑐᓂᖅᖃᓄᑕᐃᓇᐅᔭᑐᓂ, ᓇᑕᐅᖏᓪᓕᓪᓕᔪᓂᒃᓴᓂᒃ ᑐᓴᒪᓗ ᐋᖅᑭᒍᐃᑦ ᐊᓂᒍᖅᓯᓪᓕᓪᓕᐊᑎᓪᓗᓂᑦ ᐊᐳᑦᔨᖅᑕᕐᓗᓂᐊᖏᖅᑐᑦ ᒥᓪᓚᓪᓕᔪᓂᒃ. ᑕᒪᓐᐊ ᐱᔪᓐᓂ ᓇᑕᐅᓂᓂᒋᐊᓂᐅᔭᓂᒃ ᐊᐳᑦᔨᖅᑕᕐᓗᓂᐊᖏᖅᑐᑦ ᒥᓪᓚᓪᓕᔪᓂᒃ ᐊᐳᑦᔨᖅᑕᕐᓗᓂᐊᖏᖅᑐᑦ ᓇᑕᐅᓂᓂᒋᐊᓂᐅᔭᓂᒃ

FINANCING

programs northern entrepreneurs can access

There are four sources of funding available to NWT businesses. The Economic Development Agreement (EDA), the Business Loan Fund, the Special Agricultural and Rural Development Agreement (Special ARDA) and the Venture Capital Program (VCP) all provide money to assist northerners who want to establish a business. A brief outline detailing what the programs are and what kind of projects each funds follows.

Economic Development Agreement (EDA)

The EDA is a joint federal-territorial contribution program. Under the program, six areas have been targetted for funding including small business, renewable resources, mineral development, arts and crafts, applied economic planning and tourism.

Within each area there are a number of specific programs to which individuals may apply for funding. For instance, under the Small Business sector the 'identification program' will cover 75 per cent of the costs to complete a feasibility study for a new business opportunity or an expansion plan.

Although no EDA funding will be made available to projects which duplicate existing resident business activities, it is available for projects which complement such activity.

Decisions to approve funding under the EDA are made by a management group based in Yellowknife.

Special ARDA

Special ARDA is another joint federal-territorial program. It targets fours areas for assistance. Business people will generally access funding under the 'Commercial Undertakings' sector.

The program is designed to assist NWT residents of Indian and Inuit ancestry or expand a business in the Territories. Businesses which employ a majority of native peoples may also apply to Special ARDA for funding.

The amount of money available depends on how it will be used. For instance, the program will cover 90 per cent of the cost for feasibility studies, 50 per cent of working capital and capital costs and 50 per cent of training costs.

Businesses that obtain funding through Special ARDA must submit detailed proposals showing that the business seeking assistance will be able to pay its bills over at least five years and that qualified personnel will manage the business.

Special ARDA applications are reviewed locally before they are forwarded to Yellowknife for a final review by the Special ARDA Committee.

Venture Capital Program (VCP)

This program provides funding to those who are unable to get financial assistance from conventional banking institutions. Investors agree to provide money for small businesses which are generally medium-to-high risk in nature. Investors who take the risks are rewarded with high returns if the businesses are successful. Businesses which use money from this program also benefit from the investor's management expertise.

Most small businesses in the NWT are eligible for the program and interested investors do not have to live in the NWT. However, investors must not be related to the owners of the small business in which they will invest their money.

Business Loan Fund (BLF)

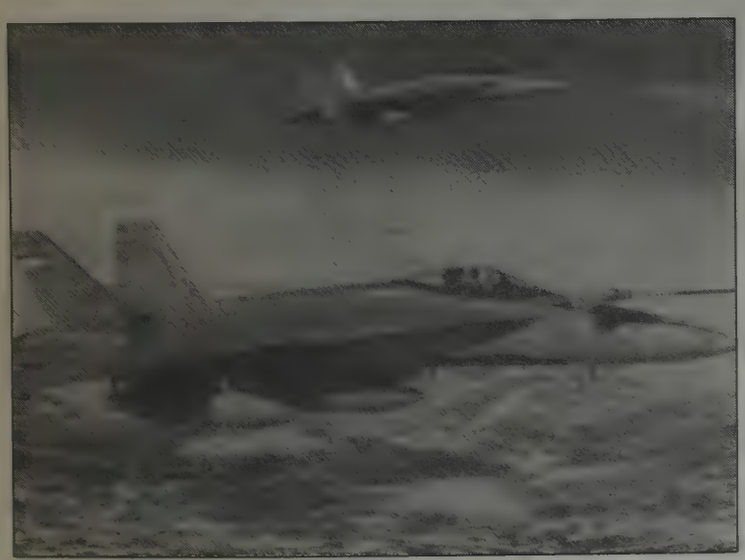
This is a Territorial loan fund which has been established to help establish or expand NWT businesses. The BLF is willing to assist registered northern businesses that have been turned down by at least once bank. In the 1986–87 fiscal year the BLF provided loans for 74 northern businesses.

To be eligible for a BLF applicants must have lived in the NWT for at least three years and have 10 per cent of the equity for the project. Approved loans must be repaid over a designated period of time at a specified interest rate. Depending on the size of the loan, applicants may be given up to 25 years to repay it.

Those who want to access the fund must submit an application detailing business plans, financial projections for the next three years, assets available for collateral and other such information.

Loan applications for up to $50,000 are reviewed within each region by a loan board. Loans between $50,000 to $500,000, however, are reviewed by a Territorial Board.

More information on any of these programs is available by contacting local area economic development offices in the NWT.



The contracts for the operation, maintenance and communications for the North Warning system will create over 900 person-years of direct employment, about 500 of which will be for northern residents, and will represent more than $50 million spent in the North in a five-year period.

Information and photo: Department of National Defence Update, 1988—89.

N.W.T.
canadrill
DRILLING
NORTH OF THE TREELINE
—No Job Too Big or Small—
CANADRILL LTD.
P.O. Box 790
Iqaluit (Frobisher Bay) NWT
X0A 0H0
FAX (819) 979-6562
Phone (819) 979-6031
or (819) 979-6011

ᐃᓕᓴᕐᕕᓂᖅ ᖃᐅᔨᖏᓂᖅ:
ᑭᓇᐅᔭᓂᒃ ᐱᓇᓱᐊᕐᓂᖅ ᑲᓪᓚᒃᓯᓐᓂᑦ
ᑎᑎᕕᒃᑕᑦ ᓄᓇᕐᓱᐊᑦ

ᐃᓕᓴᕐᕕᓂᖅ—ᓱᓕ ᓂᕆᓯᐅᑐᐊᑦᑕᓄᑦ ᐱᖓᓱᖓᓄᑦ, ᕿᓯᐱ ᐃᓄᒃᓱᒃ ᑭᓇᐅᔭᓕᐅᕐᓱᐊᖅᑎᑎᖏᑦ ᑲᑎᒪᔨᓂᓄᑦ ᐅᑐᓂᖓᓄ, "ᓱᓂᒃᑕᕐᓂᐊᒃ ᒪᓕᐅᔪᓐᓇᓂᖓᓄ ᑐᓴᕐᕕᖏᓐᓂᒃ ᐱᑐᐃᓐᓇᖅᑐᓂᖓᓄᑦ ᑲᑎᒪᔨᓂᓄᑦ ᐱᓕᕆᔨᒃᑯᑦ ᑕᑯᓗ ᑕᑯᓗ ᑭᓇᐅᔭᓕᐅᕐᓱᐊᖅᑎᑎᖏᑦ ᐱᓕᕆᔨᒃᑯᑦ ᐱᓕᕆᔨᒃᑯᑦ ᐱᓕᕆᔨᒃᑯ

THE INSIDE VIEW:
applying for a government grant
by NWB Request

CHESTERFIELD INLET — It was a cold and stormy night—so what else was new? — as Josepie Inukshuk gathered his investors together. "The lodge is now operating," he said proudly. "All we need is customers and we'll all be rich!"

He smiled broadly. "By planning ahead, we can market our product before the busy tourist season. We have many months before the visitors start arriving on our shores."

Josepie told his eager audience about a government program that was especially designed to help businesses just like his. "The EDA program will help us pay the expenses of marketing our business," said Josepie. "We'll produce a colourful brochure that we can mail to travel agents. And we can produce an advertisement for these magazines that I have here."

An excited hum filled the air, as the investors rapidly calculated the profits that could come from this plan. They'd all be as rich as kings! And think of the benefits to the community. Already they could see many cousins at work as guides, cooks, outfitters. Why, the benefits were incredible! Why hadn't they done this years ago?

The very next day Josepie had a meeting with a government official to discuss his grant. It looked very promising. Sure there was some paperwork to do but he expected that.

Gradually, he began to see what his friend Ochre Taper, the government official, was saying. "First of all we need your complete financial statements and business plan, together with a description of your corporate structure, management and partners. Then we need a marketing plan for your business, with details of your distribution of your marketing materials. It would be good if we could give the committee a concept of your marketing materials."

"But Ochre," said Josepie, "We're only applying for fifteen hundred dollars. It could take some time to put all that together. But I suppose that it's all right. We planned long in advance."

By the light of a flickering computer screen, Josepie put together his application, painstakingly adding all the figures on his trusty calculator. Proudly he viewed the completed package—20 pages long—and rushed to see his friend.

"With some changes, I think we could submit this," said Ochre, and they quickly went to work to revise the application. Later that week they put it in the mail to Yellowknife.

At a meeting the next week, the investors heard the good news. Everything was going well. The application had been mailed and would be considered at the very earliest opportunity in Yellowknife.

Two months later, Josepie received a disappointing letter. Although EDA was interested in his application, there was a good deal of information missing from his package. His marketing plan was complete and the information on distribution was sketchy. He called his friend Ochre.

"I think we should hire a marketing consultant to re-do the application," advised Ochre. "The work will be of great benefit to your business."

Although he searched high and low, Josepie could not find a marketing consultant in Chesterfield Inlet and he eventually called a firm from outside the region that had a good reputation. "Good to hear from you Josepie," said Buck from Slick Consultants Ltd. "We'd be glad to review your business plan."

Josepie met Buck at the airstrip, and was impressed by the man's towering height. "Now I know why they call him 'Big Buck'," Josepie thought to himself. After a cup of tea, they got right to work. Buck sure asked a lot of thought provoking questions and he took a lot of notes.

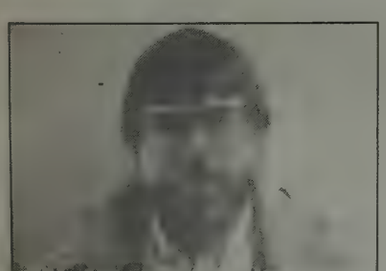
Sure enough some weeks later a big package arrived in the mail. Those boys in Yellowknife couldn't turn down this package—it was more than a hundred pages long!

He rushed over to his friend Ochre. "Here it is," Josepie blurted. "Looks fine, just fine," said Ochre to Josepie's relief. "Let's get it to Yellowknife right away."

Two months later, Josepie finally had his answer. The application had come in too late to be considered for this year's marketing program. Josepie was encouraged to apply again next year. He was remind-

H & R Northern Supply Ltd.

Expeditors and Supplies Management Company
1798 Woodward Drive, Ottawa
K2C 0P7
(613) 225-2547—Fax (613) 225-8725



George Haney

Bob Bradley and Hank Scheepers are pleased to announce that George Haney has joined our staff. George has worked extensively throughout the Arctic joining us from his position with First Air as Director of Cargo Servcies for six years. Prior to that George worked with Nordair for five years. We are pleased to have George associated with H & R Northern Supply Ltd. In this most challenging position he will be responsible for augmenting and complimenting the firms expediting service to the Eastern Arctic, Keewatin Region, Labrador, Northern Quebec, Greenland and Iceland.

ARCTIC COLLEGE
KEEWATIN CAMPUS

The Arctic College is offering and *Administrative Studies* program in Rankin Inlet from January 9 to March 31. The four courses and their dates are:

- Basic Bookkeeping—101
  Januray 9—27
- Business Mathematics—202
  January 30—February 17
- Business Communications—203
  February 20—March 10
- Small Business Management—103
  March 13—31

These four courses are designed to prepare you for employment in management with government and private business.
If you are thinking of starting a business or want to improve your management skills, these courses are for *YOU*.

For more information and applications, contact your local Adult Educator:

Arctic College
Keewatin Campus
"Building Northern Communities"
P.O. Bag # 002
Rankin Inlet, NWT X0C 0G0
Tel. (819) 645-2629 Fax (819) 645-2387

BUSINESS JARGON

Assets: Valuable possessions.

Credit rating: A good record in paying back loans.

Cost of Goods Sold: The actual cost of goods purchased for sale in its simplest form.

Cost of Goods Sold = Opening Inventory + All Purchases—Closing Inventory

Depreciation: Since all fixed assets (except land) have an expected useful life, they age or lose part of their value each year. To account for this "using up," assets are depreciated each year. Depreciation is the annual amount or expense for the using up of all the assets.

Accumulated Depreciation: The total depreciation charged over the years the business has operated with those assets. This amount is shown on the balance sheet as a reduction of fixed assets so they will be shown at their current or net book value as opposed to original cost.

Default: Unable to pay back.

Equity Capital: The cash and personal assets (buildings or equipment) a business has. It usually represents 20 percent of the total amount needed to start and operate a business.

Financing

Private financing: Money needed to operate a business, which is not from the government, a bank or similar lending institutes.

Commercial financing: Money obtained by loans either through a bank or similar financial institution or through the government.

Guarantees

Loan guarantee: A legal document between two parties which says that if the borrower cannot repay the loan, it will be repaid by the person or organization which has guaranteed the loan.

Personal guarantee: The principal owners of a company agree that if the business fails the bank has first rights to both the company's assets and then the assets of the partners in the business—whatever is necessary to repay the bank the borrowed money.

Inventory: Products on hand to sell.

Loan: Money obtained on the condtion that it is repaid. Usually interest is charged on a loan, that is, the person borrowing the money pays extra for the privilege of having the money.

Profit: The money left over once all operating expenses are paid from the sales and revenues taken in by the business.

Gross Profit: *Net Sales—Cost of Goods Sold = Gross Profit* It is important in financial analysis since it helps to evaluate sales performance, buying policies, markups and inventory control.

Net Profit: The excess of revenues over all expenses for the period.

Proposal: A description of your business concept and target market. It usually includes details of your marketing survey, projected income over a three- to five-year period, start-up costs, working capital needs, organization and details on the managers and owners.

Sales (Revenues): The total value of goods sold or revenue from services rendered. Returns and discounts must be shown as a reduction from total sales.

Selling Expenses: Those operating costs directly related to the selling of a product or service. Examples include selling salaries, commissions, advertising costs, etc.

Types of businesses

Co-operative: A business structure generally used when a community or large group of people want to provide a service or create jobs. It differs from other types of businesses in that everyone involved shares equally in the decision-making, no matter how the ownership of the co-op is split up.

Corporation: A business that is owned by shareholders who elect a board of directors, which in turn elects a manager. Corporations or *limited* companies—which are the same thing—limit to some extent the obligations of the individual owners. The owners are not held personally responsible if the business goes bankrupt and their personal assets cannot be seized.

Partnership: A business owned by two or more people. In this type of arrangement each partner can be held responsible for the debts and legal obligations of the company. *Silent partner*—A member of a partnership who is not involved in any way with the running of the company. A silent partner can be held responsible for the legal obligations of the company.

Sole Proprietorship: A business structure for people interested in setting up a small business from their home, or for a freelancer or contract translator. Usually all you need is a permit from the municipality to operate this type of business. If you want to call your business a company, however, you must also register with the Companies Registrar of the Department of Justice in Yellowknife.

ᐅᑭᐅᑕᖅᑐᖅᑎ ᓯᓚᑦᑐᖅᓴᖅ ᐊᓕᓐᓂᐊᕐᓂᖅ
ᑭᓵᓕᕐᒥ ᐃᓕᓴᐅᔪᐊᕐᓗᖅ

ᐅᑭᐅᖅᑕᖅᑐᒥ ᓯᓚᑦᑐᖅᓴᖅᓯᓚᕐᓗᒃᑯᑦ ᐃᓕᓴᐅᔪᖅᑎᓯᐅᔪᖅᓯᒪᒐᒥ ᑎᑎᕋᖅᑎᒥ ᐱᓚᓂᐅᑦ ᒥᖅᓴᓂᑦ ᐃᓕᓴᐅᔪᑭᒃᓴᓂᒃ *(Administrative Studies-ᓂᒃ)* ᐃᓕᓴᐅᔪᖅᑭᒃᓴᓂᒃ ᑲᖏᖅᓯᓂᕐᒥ ᓴᓴᓄᓚ 9-ᒥᑦ ᐃᑦᓯ 31-ᒧᑦ. ᑕᑯᐊᐊ ᓯᑕᒪᑦ ᐃᓕᓴᐅᔪᑕᐅᓂᔪᖅᑐᑦ ᐅᑦᓗᖅᓯᓗᓗ ᐅᐊᐊᖏᓪᓗᓂᑎᒃ:

- ᐱᓇᐅᔨᓚᓂᐅᑦ ᒥᖅᓴᓂᒥ—101
  ᓴᓴᓄᓚ 9-ᒥᑦ 27-ᒧᑦ.
- ᐱᓚᓰᖏᖅᒥ ᓇᐃᐅᑎᓚᓂᔪᒧᑦ—202
  ᓴᓴᓄᓚ 30-ᒥᑦ ᐃᑲᐊᓚ 17-ᒧᑦ
- ᐱᓚᓰᖏᖅᒥ ᑐᐃᐅᒪᑎᑦᓭᖅᑕᑦᓂᐅᑦ ᒥᖅᓴᓂᑦ—203
  ᐃᑲᐊᓚ 20-ᒥᑦ ᐃᑦᓯ 10-ᒧᑦ
- ᒥᑭᔪᓂ ᓇᖅᒥᓂᖅ ᐱᓚᓰᖏᖅᒥ ᐊᐅᓚᓭᓂᔪᒧᑦ—103
  ᐃᑦᓯ 13-ᒥᑦ 31-ᒧᑦ

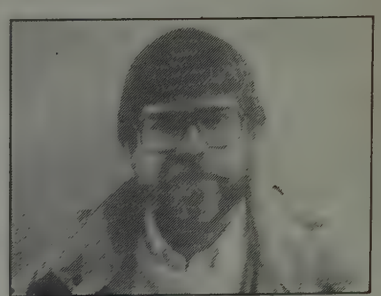
ᑕᑯᐊᐊ ᓯᑕᒪᐃᑦ ᐃᓕᓴᐅᔪᑕᐅᓂᔪᖅᑐᑦ ᑮᓴᒍᑕᐅᓂᔪᖅᑐᑦ ᐃᓕᓴᐅᔪᖅᑐᑐᒥ ᐱᓚᓂᔪᖅᓴᑦᓂᔪᒧᑦ ᑎᑎᕋᖅᑎᒥ ᐊᐅᓚᓭᓂᐅᑦ ᒥᖅᓴᓂᑦ ᐊᓕᓴᐅᔪᖅᑎᒥ ᐱᓚᓰᖏᖅᒥ. ᑕᐃᒪ ᐃᓕᒪᔨᐃᑦ ᓇᖅᒥᓂᖅ ᐱᓚᓰᖏᐊᐅᒥ. ᑕᐃᒪ ᐃᓕᒪᔨᐃᑦ ᓇᖅᒥᓂᖅ ᐱᓚᓰᖏᖅᑕᒥᓂᔪᒧᑦ ᐅᕐᓕᔭᓄᓂᑦ ᐃᓕᑦᑦᓚᒥᑕᖅᑭᑦ ᐊᐅᓚᓭᓂᐅᑦ ᐱᓚᓰᖏᖅᒥ ᑎᑎᕋᖅᑎᒥ, ᑕᑯᐊᐊ ᐃᓕᓴᐅᔪᓕᕐᓕᐅᖅᑕᖅᓇᖅᑐᑦ.

ᑐᑭᓕᐊᖅᓴᓂᖅᐊᕐᓇᖅᓴᓂᑦ ᐅᑭᐅᖅᑕᖅᑐᒥ ᓯᓚᑦᑐᖅᓴᖅᓯᓚᕐᓗᒃᑯᑦ ᑕᑕᑎᖅᑕᐅᕐᓂᖅᓴᖅ ᐱᔪᒪᓕᓴᐃᓚᕐᓂᖅ ᐃᓚᖓᑦ ᐃᓚᓕᓚᐅᑦ ᐃᓕᓴᐅᔪᖅᑐᑐᒥᓂᔪᒧᑦ ᐊᐱᓚᕐᓇᖅᓴᓂᒃ:

Arctic College
Keewatin Campus
"Building Northern Communities"
P.O. Bag # 002
Rankin Inlet, NWT X0C 0G0
Tel. (819) 645-2629 Fax (819) 645-2387

H & R Northern Supply Ltd.,

Expeditors and Supplies Management Company
1798 Woodward Drive, Ottawa
K2C 0P7



ᓯᑦ ᓴᖅᓯᓗ ᐊᒪᒪᓚᓗ ᐃᐊᑐᖅᑐᒃ ᓴᓇᐃᖅᓯᒪᔪᖅ ᓄᓇᕗᑦ ᐃᓚᖓᑦ ᐃᓕᓴᐅᔪᖅᑐᑐᒥ ᐃᓕᓴᐅᔪᖅᑐᑐᒥᓂᔪᒧᑦ. ᐃᓚᖓᑦ ᐃᓕᓴᐅᔪᖅᑐᑐᒥᓂᔪᒧᑦ ᐅᑭᐅᖅᑕᖅᑐᒥ ᐃᓕᓴᐅᔪᖅᑐᑐᒥᓂᔪᒧᑦ ᐊᐱᓚᕐᓇᖅᓴᓂᒃ

ed to update his business and marketing plans to account for any changes.

That night Josepie gathered his investors together. "Unfortunately we did not plan far enough ahead to take advantage of government funding. I suggest we pay for this out of our own pockets and leave the government funding to those who can afford it."

"Hear, hear," cried the investors. "Let's do it ourselves."

The story ends some years later. It was a cold and stormy night (again). Josepie, by now overweight from too much rich foods bought from the profits of his successful lodge, was reading a government report. "The Chesterfield Lodge," stated the report, "is a highly successful example of how an in-depth marketing strategy can lead to a viable community enterprise."

In his heart of hearts, Josepie felt a deep gratitude fill his entire being. "Thank goodness for the EDA," he sighed and fell asleep in his rather expensive imported leather chair.

ᑎᒃᓴᓂᒃ ᐱᔨᓐᓇᖅᑎᑕᐅᔨᓐᓇᕆᓕᖅᓴᓗᒃ. ᑕᐃᒪᓕᓕ ᐅᖅᖁᓂᐅᓕᖅᓴᖅᖃᑦ ᐅᓪᓗᕆᓂᑎᓂᓂᒃ ᐊᓐᓇᓕᖅᓴᓗᒃ ᐊᑭᓕᓕᖅᓴᓗᑕ ᐊᓪᓚᒐᓗ ᑕᐃᒃᑯᐊ ᐱᓇᐅᔪᓂᒃ ᑲᑦᒪᒃᑯᓂᒃᖁᓪᓗᒃᑐᑦ ᐱᓇᐅᔪᓂᒃ ᐊᑭᓕᓕᖅᓴᓗᒃᑐᑦ ᐊᑭᓕᓕᖅᓴ

ᑲᓇᒃᔪᑦ

ᐱᓕᓕᐊᔪᓕᓇᓱᖅᑎᑦ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ

ᒥᓂᑦ, ᐊᒻᒪᓗ ᑲᓇᒃᔪᑦ ᐱᓕᓕᐊᔪᓕᓇᓱᖅᑎᑦ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ, ᐃᖅᑲᓇᐃᔾᔨᖅᑭᒪᔪᓂᒃᑯᑦ ᐱᓕᓕᒫᓂᖅᓯᒪᔪᓂᖅᓴᖅᑎᑦ ᐊᒻᒪᓗ ᐃᓅᓚᓐᓂᖅᓴᖅ ᓇᓗᓂᔭᖅᑎᑦ ᐃᖅᑲᓇᐃᔾᔨᓂᖅᓴᖅ ᓴᖅᑭᖏᑦᑐᔪᓂᖅᓴᖅ ᐃᖅᑲᓇᐃᔾᔨᓐᓇᖅᑐᑦ ᐱᐅᔪᓐᓇᖅᑐᑦ ᐃᖅᑲᓇᐃᔾᔨᓐᓇᖅᑐᑦ ᐅᑭᐅᖅᑕᖅᑐᒥᑦ ᐃᓅᓚᓐᓂᖅᓴᖅᑎᑦ ᐊᑭᓐᓂᖅᓴᖅᑎᑦ ᐱᓕᓕᒫᓂᖅᓴᖅᑎᑦ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ ᐱᓕᓕᐊᔪᓕᓇᓱᖅᑎᓪᓗ ᐊᑭᓐᓂᖅᓴᖅᑎᑦ ᐃᓅᓚᓐᓂᖅᓴᖅᑎᑦ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ.

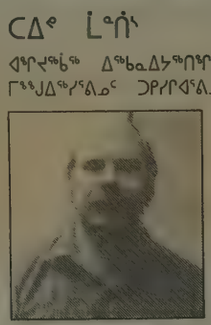
ᐅᔪᐊ ᐃᓅᐃᑦ ᐃᖅᑲᓇᐃᔾᔨᓂᑦ ᐃᓕᓴᓅᑦ ᐊᑭᖅᑕᓪᓚᑦ ᐊᒋᑦᑕᓪᓚᑦ.

ᑲᑎᕐᓂᖅ ᑐᕐᓴᑦ,
ᐊᒋᑎᒍᑦ ᐊᖏᔪᖅᑲᖅ

ᐱᒪᑦ ᑲᑎᒪᐃᓐᑦ
ᐃᑲᔪᖅᑎᖏᑦ ᐊᖏᔪᖅᑲᑦ

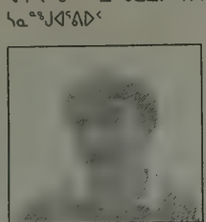
ᓇᓪᑐ ᕿᐊᓴᓴᑦ
ᐊᖏᔪᖅᑲᓕᖏᑦ ᐳᓕᖅᑐᑕᓇᓱᓐᓂᒍᑦ ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ

ᑕᐃᓐ ᒪᓐᓇᑦ
ᐊᖏᔪᖅᑲᓕᖏᑦ ᐃᖅᑲᓇᐃᔾᔨᖅᑎᖏᓐᓇᓪᓂᑦ ᑎᑎᕋᐅᓇᖅᓯᐊᓂᑦ ᑐᑭᓯᐅᑎᓇᓂᓪᓗ



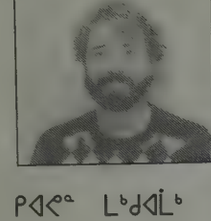
ᓕᐅᓚ ᓯᓚᖏᓪ
ᐊᖏᔪᖅᑲᓕᖏᑦ ᐃᖅᑲᓇᐃᔾᔨᖅᑎᖏᓐᓇᓪᓂᑦ ᓄᓇᕗᑦᑕᓪᓚᕆᔨᑦ

ᓕᐅᓚ ᒪᒃᑯᓪ
ᐊᖏᔪᖅᑲᓕᖏᑦ ᐃᖅᑲᓇᐃᔾᔨᖅᑎᖏᓐᓇᓪᓂᑦ ᓄᓇᕗᑦᑕᓪᓚᕆᔨᑦ

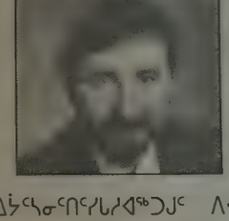


ᔫᕐᐃᒻ ᐊᐃᑦ
ᐊᖏᔪᖅᑲᓕᖏᑦ ᐃᖅᑲᓇᐃᔾᔨᖅᑎᖏᓐᓇᓪᓂᑦ ᓴᓇᓐᓂᕐᓂᖅᑐᑦ

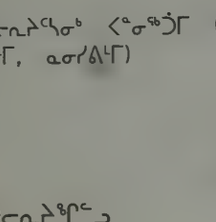
ᑎᑎᓚ ᒪᒋᑦ
ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ, ᐃᖃᓗᓐᓂ



ᐃᑎᑦ ᐊᐃᐊᓪᓕᑦ
ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ, ᒥᓱᒪᒋᔭᖅᑎᓂᒃ (ᓴᖅᑭᑎᓕᒫᖅ, ᖃᐅᔨᓴᖅᑎᓂᒃ, ᐊᑎᓕᓴᖅᑎᓂᒃ)



ᔫᕐᐃᒻ ᐅᓂᐅᑦ
ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ, ᑭᓇᐅᔪᓂ (ᑭᓪᓕᑭᓪᓕᖅ, ᓴᓂᔨᓚᖅ)



ᑭᐊᓕᓪ ᒪᑐᔨᒪᒃ
ᐃᒪᖅᑎᑕᓇᓱᖅ

ᐃᖅᑲᓇᐃᔾᔨᓴᓂᖅᓯᒪᔪᓂᖅᓴᖅᑎᓪᓗ ᐱᓕᓕᒫᓂᐅᔭᓐᓂᓴᓂᖅᑐᑦ ᐸᓐᓂᖅᑐᑦ (ᑭᑭᖅᑕᖅᓴᐊᑎᒥ), ᐊᒻᒪᓗ ᐃᓕᓴᓂᒥᑦ (ᓴᓂᖅᓴᖅᑎᑦ, ᐃᖅᑲᐃᑎᖅᓴᖅᑎᑦ, ᓇᓂᔨᓚᑎᑦ)

ᑲᑎᕐᓂᖅ

ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ

ᐊᖏᔪᖅᑲᖅ ᔫᓕᓐ ᖃᐃ, ᒥᓂᑦ

Northwest Territories

STRATEGY

to be unveiled by spring

by Matthew Spence

IQALUIT—Gordon Wray, Minister of Economic Development and Tourism, says his department is developing a new, long-term economic strategy for the NWT. The strategy will involve the development of a capital projects infrastructure for the more economically depressed regions.

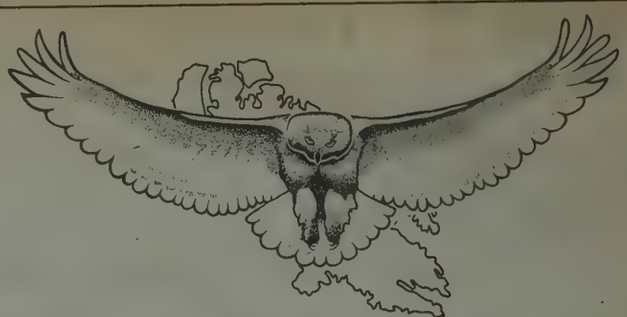
The Department has identified the Baffin, Keewatin and Kitikmeot regions as the most economically depressed in the NWT. What Wray proposes is more government involvement in the economy in those regions, using a two-prong approach. Money will be spent on the construction of capital projects such as airports, docks, museums, visitors' centres, and fishery plants. The second step will be more capital investment in private business, especially in the smaller communities.

Wray sees these capital projects as helping the communities become more self-sufficient because it will allow them to develop industries around the projects. For example, he says a dock can help in the development of a fishing industry and make it easier for sea-lift. Museums and visitors centres help to attract more tourists.

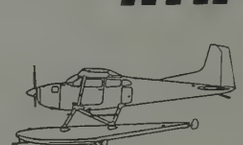
With regard to business investment, Wray cites the difficulties voiced by the business community for GNWT's present investment scheme. He used the Economic Development Agreement (EDA) as an example. Under EDA, funding is available to private businesses that need capital investment to get started or expand. However, Wray says that EDA, like many other funding programs now available, is unsuitable for businesses in the smaller communities. "It's like trying to fit a square peg into a round hole, it just doesn't work."

To get money from EDA, a business proposal must meet certain criteria. "There must be a person with an idea for a business, a person supporting it who has some equity to invest in the business and the idea must be viable in the short term," says Wray. In the North,

STRATEGY—17

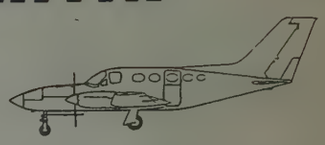


AIR BAFFIN



Cessna 206

ᓄᓇᕗᒻᒥᓂᖅ ᑐᓴᕐᓂᖅᓴᖅ ᐃᓕᓴᕐᓂᖅ ᓄᓇᕗᑦᑕᓪᓚᕆᔨᑦ ᐊᒻᒪᓗ ᐃᓅᓚᓐᓂᖅᓴᖅᑎᓪᓗ ᑭᓪᓕᑭᓪᓕᖅ, ᐃᓚᖓᔪᖅᑎᑦ ᐳᓕᖅᑐᑕᓇᓱᖅᑎᓪᓗ



Cessna 421

ᓴᖅᑭᑎᓕᒫᖅ ᑕᐃᓴᐃᓐᓇᐅᑉ, ᐊᓂᔨᖅᑲᓐᓂᖅᓴᖅ ᐱᓕᓕᒫᓂᐅᔭᓐᓂᒃ ᐊᒻᒪᓗ ᐃᓕᓴᕐᓂᖅᓴᖅᑎᓪᓗ ᓄᓇᕗᑦᑕᓪᓚᕆᔨᑦ, ᐊᓂᔨᖅᑲᓐᓂᖅᓴᖅ 220ᓂᑦ ᐃᖅᑲᓇᐃᔾᔨᖅᑎᑦ ᐊᑕᐅᓯᖏᑦ

"ᖃᖅᖢᒋᑕᖃᖅᑐᓕᖅᑐᓂᒃ ᖁᑭᒋᓐᓂᒃ ᐊᒻᒪᓗ ᒪᓕᖅᑭᑦᑐᖅ ᖃᖅᖢᒋᑕᖃᖅᑐᓕᖅᑐᓂᒃ ᖃᖅᖢᒋᑕᑎᑎᖅᑐᓂᒃ"

- ᐊᖏᔪᖅᑲᓕᖏᑦᑐᓂᒃ ᖃᖅᖢᒋᑕᖃᖅᑐᓕᖅᑐᓂᒃ
- ᐱᓇᓱᐊᓚᕆᔨᖅᑐᑎᓂᒃ
- ᐊᑭᓐᓂᖅᓴᖅᑎᓂᒃᓴᓇᓂᒃ
- ᐃᓅᓚᓐᓂᖅᓴᖅ 24ᓂᒃ ᒪᑐᐃᖅᑕᓇᓱᖅᑐᓂᒃ

AIR BAFFIN

P.O. Box 1239
Iqaluit, NWT, X0A 0H0

Phone: (819) 979-4018
Fax: (819) 979-4318

Nunatsiaq News file photo

Gordon Wray

however, few people—especially in the smaller communities—have any money to invest in a business. And because the development of industry is relatively new to the North, short-term viability is a problem. "Few businesses will become self-sufficient in the short-term so we have to begin looking for more long-term solutions."

One solution Wray sees is the GNWT becoming an business investor—for example buying shares in a particular business. The GNWT would do this instead of giving business grants or loans. "The problem right now is that grants do not allow us to retain any control over the business. And loans sometimes hamper the viability because of the debt-load. However, shares allow us to have a say in the business without burdening the company with debt," he says.

Government remains "the engine of the northern economy" and Wray says that more spending authority and capital planning will be devolved to the regions. He says this should ultimately enable regional businesses to get a bigger share of the GNWT's expenditures in a particular region.

Wray adds that Western Arctic businesses are better able to lobby the GNWT and have better access to government contracts and tenders

STRATEGY—18

Baker Lake Contracting & Supplies Ltd.

FREE ESTIMATES

Residential & Commercial Building Construction

- renovations & repairs

Supplies

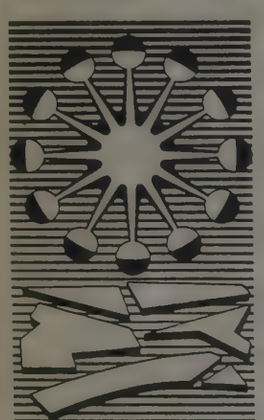
- building materials
- hardware
- tools and paint

Local Rental of trucks, ATV's & trailers

For Quotations or Consultations

FAX (819) 793-2577

Call: (819) 793-2766 or (819) 793-2831



Discovery Lodge Hotel

Devoted to excellence

ᐱᓕᑎᐊᓂᓕᒥᑦ ᐱᓂᓚᐊᖅᓴᑐᑦ

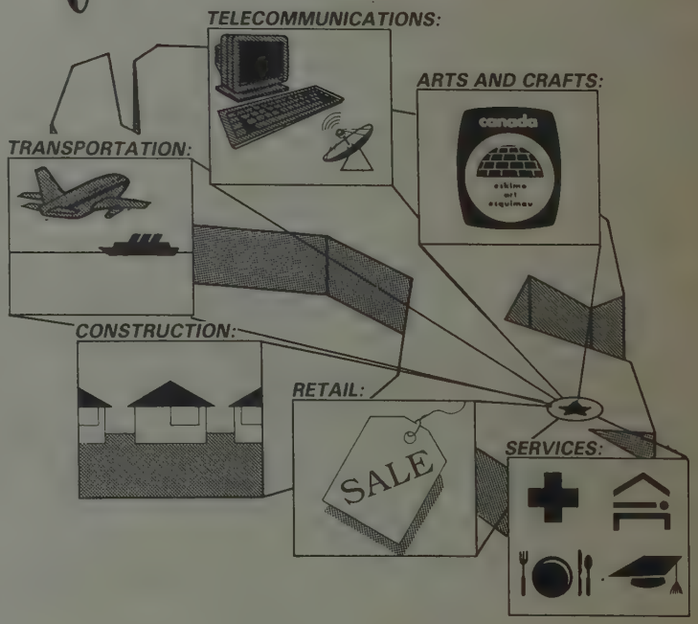
IQALUIT NWT (819) 979-4433

ᐃᖅᓗᓵᓂ ᓄᓇᕗᑎᒥ

EXECUTIVE SUITE ᐊᓚᓂᓂᑦ ᔨᓴᒥᓂᑦ			PRIVATE BATH ᐃᓕᓴᑦ ᐅᓇᓂᐊᓂᑦ
CABLE TV ᑲᓇᐃᓴᒥᓂᑦ ᕿᐱᕐᓂᑦ			TELEPHONE ᑐᖓᓕᒥᓂᑦ
RENOWNED DINING ᓄᓇᕗᑦᑎᓐᓂᑦ			CONFERENCE FACILITIES ᑲᑎᒪᔨᖏᑦ
CATERING & INFLIGHT ᓄᓇᕗᑦᑎᓐᓂᑦ			COMPLIMENTARY SHUTTLE BUS ᓴᓇᓂᑦ ᐊᑦᑕᓂᖅᓴᓂᒃ

Baffin Island

IQALUIT THE BUSINESS CAPITAL OF CANADA'S EASTERN ARCTIC

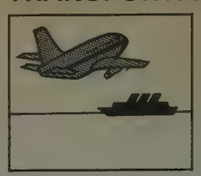


IQALUIT

The centre for big business, small business and your business

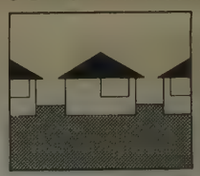
Business in Iqaluit is developing an expert reputation. Iqaluit represents a growing economic force with a common denominator of professionalism, versatility and diversity. The many sectors include:

TRANSPORTATION:



Iqaluit is on the move. With an international airport served by three major airlines, facilities for jets, daily flights and a departure point for Greenland, as well as a shipping centre, fully-trained port agents, personnel handling and documentation, tour operators, passengers, cargo and charters, Iqaluit is the transportation centre of the eastern Arctic.

CONSTRUCTION:

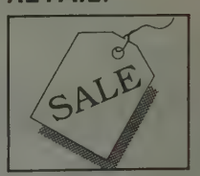


Look no further. With a capability to handle most projects locally, Iqaluit is contracted for millions of dollars annually in equipment rental, maintenance, mechanical, electrical and general contracting, architectural and engineering services.

SERVICES:

Iqaluit's diverse services are at your disposal. You'll find federal and territorial government representation, conference facilities for up to 150, recreational facilities, restaurants, hotels, taxis, accounting, banking and travel and tourism agencies.

RETAIL:



Everything you need when you're here. There's a variety of stores, outfitters, country foods, hunting and fishing supplies, communications equipment and technical services, optical products and a fish-processing plant.

ARTS AND CRAFTS:

Iqaluit is a major centre for authentic Inuit arts and crafts, offering original prints, oil paintings, jewellery, clothing, carvings and souvenirs, as well as galleries and museums.

TELECOMMUNICATIONS:

All the tools at hand. Iqaluit provides access to all modes of telecommunications, including television and radio (Inuit Broadcasting Corporation, Canadian Broadcasting Corporation), a publishing house, a territorial weekly newspaper, regional satellite telephone communications and regional postal distribution facilities.

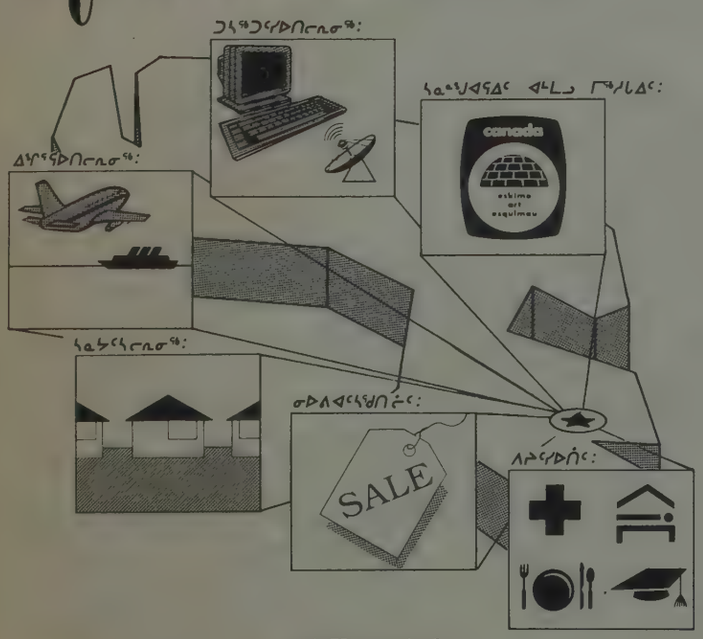
Municipality of Iqaluit

FOR FURTHER INFORMATION CONTACT:
IQALUIT CHAMBER OF COMMERCE
BOX 1107, IQALUIT, N.W.T.
X0A 0H0
FAX: (819) 979-4388

IQALUIT CHAMBER OF COMMERCE
ᐃᖃᓗᐃᑦ ᐊᑦᑕᓂᖅ ᐱᓂᓚᐊᖅᓴᑐᑦ ᑲᑎᒪᔨᖏᑦ
BUSINESS • COMMUNITY

IQALUIT

ᓇᒥᓂᖅᑐᐃᓂᓂᕆᖅᓯᖅ ᑲᓇᑕᒃ ᐅᑭᐅᖅᑕᕆᔨᖅᑕᒡᒐᓕᑕ ᐅᐊᓇᓚᓐ

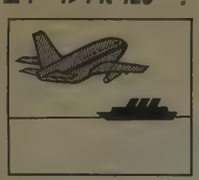


ᐃᖅᓚᐃᓂᕐ

ᐃᓂᒋᔭᐅᓂᖅ ᐊᖅᑭᓯᐅᑎᓂᕐ ᒥᐱᓯᑎᓂᓪᓗ ᐃᓕᓴᕐᓂᓪᓗ, ᐊᒻᒪᓗ ᓇᒥᓂᔪᓂᓪᓗ

ᓇᒥᓂᖅᐅᓂᖅ ᐃᖅᓚᓐᓂ ᐱᓕᕆᓂᖅ ᑐᑭᓯᐅᑎᓂᖅ. ᐃᖅᓚᐃᓂᕐ ᓇᓗᓇᐃᖅᑯᓚᐅᔨᓂ ᐱᑎᖅᓯᓕᐊᖅᑐᓂᖅᓄᓪᓕ ᒪᑭᒪᔨᓴᓂ ᐊᑎᖅᑯᓯᓕᐊᖅᑐᓂᖅᓄᓪᓕ ᐃᖅᓚᐃᓕᐅᖅᓯᒪᔪᖅᑐᑦ, ᐊᑐᐃᖅᑎᑦᑎᓂᖅᓄᓪᓕ ᐊᑐᐃᖅᑎᑦᑎᓂᖅᓄᓪᓕ ᐊᒻᒪᓗ ᐱᐅᔪᓐᓇᖅᑐᖅ. ᐅᓪᓗᐅᔨᓴ ᐃᓕᓴᕐᓂᓪᓗ.

ᐅᖃᐅᓯᐅᑎᓂᖅ:



ᐃᖅᓚᐃᓂᕐ ᐃᖃᓗᐊᕆᔨᖅᑎᓯᒪᔪᖅᑐᑦ. ᑲᓇᑕᒥᐅᑦ ᐅᒥᐊ ᑲᖏᑕᕐᓂᖅᓄᑦ ᐱᓕᕆᔨᖅᑐᑦ ᐃᓂᒋᔭᐅᓂᖅᓄᑦ ᐊᑐᐃᖅᑎᑦᑎ

SELLING
the Eastern Arctic
by Janice Edgar

Selling the Eastern Arctic is becoming an activity for those in the big leagues. Since a cohesive and integrated marketing strategy was put into effect two years ago, the tourism industry has experienced rapid growth.

The executive director of Travel Keewatin, Gina Rowe, says recent advertising efforts have generated "staggering results" in the Keewatin. "The response to our advertising increased well over 100 percent last year." But Rowe admits she is unable to say for sure exactly what is responsible for the increased response rate. "I'm not sure if that's a spin-off of Travel Arctic's efforts or the fruit of our own efforts over the past three years."

Although no one can say for sure what has created the increased interest in the NWT's tourism industry, many people in the industry believe the marketing strategy is partially responsible."For the first time in the Northwest Territories, the government and the private sector are following a marketing strategy. It provides a more focused approach to the market which is better co-ordinated and integrated," says Klaus Roth, executive director of the Tourism Industry Association (TIA). Klaus Roth was until recently TIA's Executive Director. He is new in the Yukon. At ITA's October AGM Jim Jansen was named Executive Director. Roth was with TIA for three years.

Although the current three-year marketing strategy ends next year, it will be replaced with another. Roth says the current marketing includes an integrated approach to tourism and has had a much stronger impact than past efforts."It has tangibly led to an increased number of visitors," says Roth.

Nunatsiaq News file photo

One of the advantages of following a marketing strategy is cost. "All levels of expenditure take advantage and the tour operators spend less money," Roth says. In effect, the operators can gain much of their business through the advertising dollars spent by the zones and the territorial government. Tour operators, outfitters and guides operating in the NWT are encouraged to do their own advertising, but the expensive high-impact ads are developed and placed by TravelArctic and the six tourism zones across the NWT.

TravelArctic is the territorial government's tourism marketing and promotional arm. It is an advertising body of the Department of Economic Development and Tourism, which is also conforming to the marketing strategy developed by the industry. Allan Kaylo, director of marketing for TravelArctic in Yellowknife, says the strategy has definitely helped the industry penetrate the American market.

"We've only implemented part of a three-year program and the initial response has been tremendous." Kaylo says more than 120,000 requests for information on NWT vacations, and an additional 4,000 from the travel trade, were received between January and October 1, 1988. According to Kaylo, these figures prove the preliminary objectives of the strategy were met. "They indicate the door to the US market has been opened," he says.

SELLING—20

A letter from the Honourable Gordon Wray Minister of Economic Development & Tourism

The Honourable Gordon Wray

As Minister of Economic Development and Tourism I am enthusiastic about the challenge of working with the NWT business community in developing new economic opportunities for Northerners.

In my travels throughout the regions of the Northwest Territories, I am continually reminded that economic development opportunities must reach into our small communities. The inshore fisheries that are emerging on Baffin Island are a working example of where Government investment and private initiative can combine to produce new income for smaller communities. Similarly, the offshore shrimp industry now provides a $1,000,000 in wages to residents of Baffin Island, and we must continue to seize opportunities of this nature.

The continuing growth of a competitive, reputable tourism industry will remain a high priority with this Government. I applaud those Northerners who have already responded to the growing demands of a modern tourism industry, by providing upgraded accomodation and improved services. The spectacular tourist product in the eastern Arctic is capturing more and more interest by adventure travellers throughout the world. I encourage businesses to continue their efforts of developing new tourist products and services.

A strategy for public sector investment in the arts and crafts industry will be released by my Department in 1989. I will be soliciting the opinion of producers and retailers on what must be done to correct problems in our production and marketing of arts and crafts.

The eastern Arctic's business community has grown considerably in the past five years. I congratulate those individuals who have developed new businesses, and in so doing, have provided services and employment throughout the NWT.

I look forward to my travels through the eastern Arctic in 1989 to see the business community first hand and to discuss opportunities for investment in the next five years.

Honourable Gordon Wray
Minister

The Department of Economic Development and Tourism

Northwest Territories

Sakiasie Sowdlooapik, Pangnirtung Visitor's Association, accepts award from John Crichton, First Air. Pang won the Association of the Year Award sponsored by the Airline.

NWT Tourism Today photo

The integrated approach allows the industry to access high-profile magazines with wide distribution in key market areas. American publications like *Natural History, Outside* and *Travel and Leisure* are a few of the biggies now carrying NWT tourism ads. In Canada, *Canadian Geographic, Outdoor Canada* and *Up Here* carry these ads. Although rates are high, wide circulation such magazines enjoy seems to justify the exhorbitant price tag. According to Frank Pearce, executive director of the Baffin Tourism Association (BTA), an ad in *Travel and Leisure* costs "nearly five thousand dollars for two insertions which occupy one-sixth of a page."

Roth says "the strategy we are currently using has been a great success. It has led to date to a very comprehensive co-operative marketing program." Pearce agrees. He says the marketing strategy was definitely a step in the right direction. "The industry finally got its act together and it now works as a group." Before the marketing strategy was implemented, zone directors would often advertise on their own and there was a lack of co-ordination. But that has all changed now. "TravelArctic penetrates the market and the zones follow in. With this approach, we use the taxpayer's money to take the high risks. If TravelArctic's successful the zones follow. This doesn't mean it's wrong to go out on a limb by ourselves, but that's costly and we have no money to do it," says Pearce.

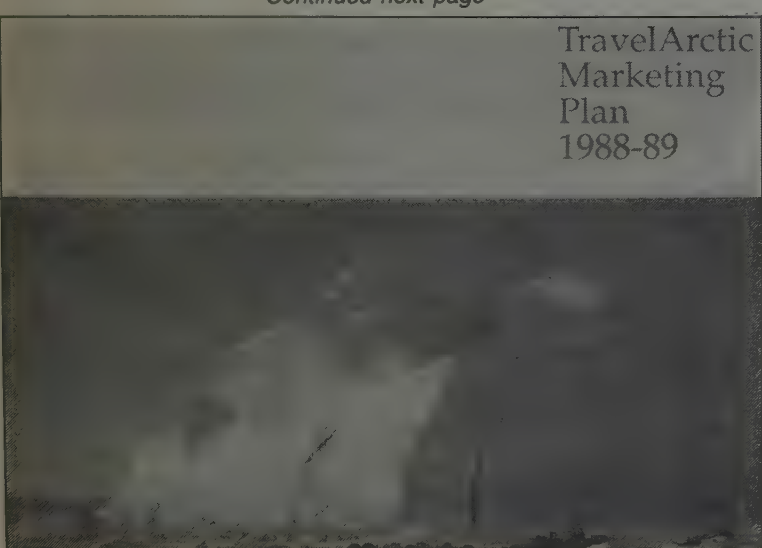
Another significant change in the marketing of tourism in the NWT, which may also contribute to its success, is the trend of zone directors to hire advertising agencies to place ads for them. Roth says he believes this is positively influencing the growth of the tourism industry. This practice ensures a professional approach to advertising is maintained. It also results in the production of quality advertisements.

BTA has been using the services of Camp and Associates, a Toronto-based advertising agency, for the last year. It is the same agency used by TravelArctic in Yellowknife and the Arctic Coast Travel Association in Kitikmeot.

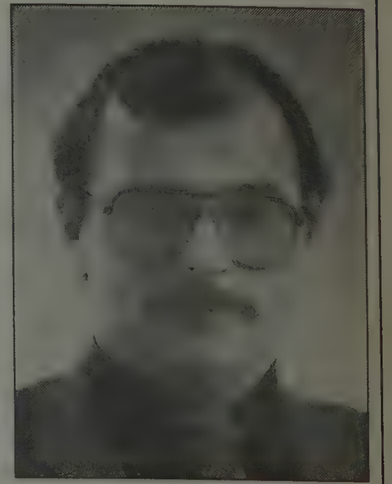
Roth says he favors the hiring of advertising agencies by the zone directors. "For the money the zones have to spend on advertising this is a cost-effective route." He believes it is important that the zones have professionals advising them and assisting them with ad designs. The agency also provides placement advice at no extra cost. He thinks such advice also contributes to the success of the advertising efforts.

Despite the widespread success of recent advertising efforts, the industry is now attempting to change some game rules. It wants tour operators to get into the advertising act. Consequently, its policy is to reduce the money available to the zones and offer it to the private sector.

Continued next page



ᑎᑎᖅᑲᐅᓯᐊᖅ
ᐊᖏᔪᖅᑳᕐᒥᒃ
ᑯᐊᑕᓐ ᕋᐃᒥᒃ
ᒥᓂᔅᑕᖓᑦ
ᐱᕙᓪᓕᐊᔪᓕᕆᔩᒃᑯᑦ
ᐳᓚᕋᖅᑐᓕᕆᔩᒃᑯᓪᓗ



ᐊᖏᔪᖅᑳᖅ ᑯᐊᑕᓐ ᕋᐃ

ᒥᓂᔅᑕᐅᔪᓪᓗᖓ ᐱᕙᓪᓕᐊᔪᓕᕆᔩᒃᑯᓐᓂᑦ ᐳᓚᕋᖅᑐᓕᕆᔩᒃᑯᓐᓄᓪᓗ ᑲᔪᖏᖅᑐᖓ ᐃᖅᑲᓇᐃᔭᖅᑎᖃᖅᑎᓪᓗᒋᑦ ᓄᓇᕕᐊᒥ ᓇᒻᒥᓂᖃᖅᑐᓂᒃ ᓄᓇᓕᓐᓂ ᐱᕙᓪᓕᐊᔪᓕᕆᔪᓂᑦ ᓄᓇᖕᓂ ᒪᓕᒃᓯᐊᑎᑦᓯᓂᒃ ᐅᑭᐅᖅᑕᖅᑐᒥᐅᓄᑦ.

ᐊᐅᓪᓚᖃᑦᑕᖅᑐᖓ ᐊᑦᑎᖏᓐᓄᑦ ᓄᓇᓯᐊᑉ, ᐃᖅᑲᓇᐃᑕᐅᖏᓐᓇᑦᑐᖓ ᒪᒪᔅᓯᕗᑦ ᐱᕙᓪᓕᐊᔭᐅᑎᐊᖃᕐᓂᖏᓐᓂᒃ ᒥᒃᓵᓄᑦ ᓄᓇᓕᖁᑎᖏᓐᓄᑦ. ᓯᓈᓂᑐᓂᒃ ᐃᖃᓗᓯᐅᕕᑦ ᓴᖅᑭᑦᑎᓪᓗᒋᑦ ᕿᑉᐱᖅᑖᓗᒥ ᐱᔾᔪᑎᒋᓯᒪᔪᑦ ᐆᑐᙱᑦᑐᐃᔪᑦ ᐅᑭᐅᒃᑯᑦ ᑮᓇᐅᔭᓄᑦ ᐱᕈᖅᐸᓪᓕᐊᔾᔪᑎᖃᕐᓂᖏᓐᓂᑦ ᐊᒻᒪᓗ ᓇᒻᒥᓂᕐᓄᑦ ᐱᒋᐊᕈᑎᓪᓗᑎᒃ ᑲᑎᒍᓐᓇᖅᑐᒃ ᓄᑖᓂᒃ ᕿᓇᐅᔭᓯᐅᑎᓄᑦ ᒥᒃᓵᓄᑦ ᓄᓇᓕᓐᓄᑦ. ᐃᒪᐃᒻᒦᑦᑐᑦ ᕿᒻᒧᑲᓂᐊᖅᐸ ᒫᓐᓇ $1,000,000ᓂᒃ ᑮᓇᐅᔭᖅᑐᖅ ᕿᑉᐱᖅᑖᓗᒥᑐᓄᑦ, ᑎᒍᓯᒪᐃᓐᓇᕆᐊᖃᖅᑐᑦ ᐱᕙᓪᓕᕈᑕᐅᓇᖅᑐᓂᒃ ᑕᒪᐃᑦᑐᓂᒃ.

ᐱᕙᓪᓕᐊᖏᓐᓇᖅᑎᓪᓗᒋᑦ ᓵᓚᒃᓴᐃᔨᐅᖏᓐᓇᖅᑐᑦ, ᐳᓚᕋᖅᑐᓕᕆᓂᖅ ᓱᕈᓯᖅᑯᑦᑎᐊᕋᔭᖅᑐᑦ ᑖᒃᓱᒪ ᐅᑭᐅᒥ. ᐸᑦᑕᖅᑐᕐᑎᒋᔭᒃ ᑕᐃᒃᑯᐊ ᐅᐱᒃᑲᖅᑐᕐᒥᑦ ᐱᒋᐊᖅᑎᑦᓯᓕᕐᓂᖅᑐᑦ ᑐᓯᕋᖅᑕᐅᖏᓐᓇᖅᑐᑦ ᓄᓇᓕᓐᓂ ᐳᓚᕋᖅᑐᕐᓂᖅ, ᐅᑦᑐᕐᒦᖅᑕᐅᓂᖅ ᓯᓚᑦᑕᖅᓯᒪᔪᖅ ᐊᒻᒪᓗ ᐱᓇᓱᐊᖅᑐᓂᖅ ᐱᔾᔪᑎᖃᖅᑐᓂᖅ. ᐱᕙᓪᓕᐊᔪᖅ ᐳᓚᕋᖅᑎᓄᑦ ᓂᐱᐊᓯᐊᖅᑐᖅ ᐊᖏᔪᖅᑑᑎᓂᖅ ᑕᑯᓐᓇᕈᓐᓇᖅᑐᖅ ᓯᓚᑦᑐᕐᓂᖅ. ᐊᔭᐅᖅᑐᖅ ᓇᒻᒥᓂᖅ ᐱᕙᓪᓕᐊᔭᐅᓂᐊᖅᑐᖅ ᓄᓇᓕᓐᓄᑦ ᐳᓚᕋᖅᑎᓄᑦ ᓂᐱᐊᒃᑲᓐᓂᖅ ᐊᒻᒪᓗ ᐱᔾᔪᑎᒋᓂᖅ.

ᖃᐅᔨᒪᔪᖅ ᐃᓄᓕᒫᓄᑦ ᕿᑐᕐᖏᓐᓄᑦ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᓄᑦ ᓴᓇᕈᑏᑦ ᐊᒻᒪᓗ ᒥᖅᓱᕐᓂᖅ ᑐᓴᕐᓂᖅ ᒥᓂᔅᑕᐅᔪᖅ 1989ᒥ. ᐊᐱᖅᓱᖅᑕᐅᓂᖅ ᓴᓇᕈᑎᓂᒃ ᐊᒻᒪᓗ ᓂᐱᐊᓯᐊᖅᑐᓂᒃ ᖃᓄᖅ ᐊᑯᓐᓂᖓᓂ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᓂᒃ ᐊᒻᒪᓗ ᓂᐱᐊᓯᐊᖅᑐᓂᒃ ᓴᓇᕈᑎᓂᒃ ᐊᒻᒪᓗ ᒥᖅᓱᕐᓂᖅ.

ᐅᐸᒃᑕᐅᔪᖅ ᑲᓇᑕᒥ ᓇᒻᒥᓂᖅ ᓄᓇᖏᑦ ᐊᑦᑐᐃᓂᖃᖅᑐᑦ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᓂᒃ ᐅᐸᒃᑎᑦ ᑕᒡᕙᓂ ᓈᒻᒪᓕᖅᑐᖅ. ᖃᐅᔨᒪᔪᓐᓇᖅᑐᖅ ᑕᐃᒃᑯᐊ ᐃᒪᐃᒻᒪᑦ ᓇᒻᒥᓂᖅ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᐅᔪᑦ, ᓇᒻᒥᓂᖃᖅᑐᑦ, ᐱᔭᕇᖅᓯᒪᓕᖅᑎᑦ ᐊᒻᒪᓗ ᐃᖅᑲᓇᐃᔭᖅᑎᓂᒃ ᐊᑐᕐᓂᖅ ᓄᓇᓯᐊᒥ.

ᐅᐸᒃᑕᐅᔪᖅ ᑲᓇᑕᒥ ᓄᓇᓕᓐᓂ 1989ᒥ ᖃᐅᔨᒪᔪᓐᓇᖅᑐᑦ ᓇᒻᒥᓂᖅ ᓄᓇᓕᓐᓂ ᐊᒻᒪᓗ ᐅᖃᐅᓯᐅᔪᑦ ᕿᑐᕐᖏᑦ ᐱᕙᓪᓕᐊᔪᓂᖅ ᐅᐸᒃᑕᐅᔪᖅ ᑕᒪᓐᓇ

ᐊᖏᔪᖅᑳᖅ ᑯᐊᑕᓐ ᕋᐃ
ᒥᓂᔅᑕ
ᐱᕙᓪᓕᐊᔪᓕᕆᔩᒃᑯᑦ
Northwest Territories
ᐳᓚᕋᖅᑐᓕᕆᔩᒃᑯᓪᓗ

Nunatsiaq News file photo

Klaus Roth and Cheri Kinnear

"The private sector can access funds through the Economic Development Agreement (EDA) to assist with up to 40 percent of advertising costs," says Pearce. But he thinks it may be too soon for such a move. "A lot of operators are not really into the marketing aspects. Only well-developed tour operators and southern operators have their own ad campaigns."

During the 1987-88 fiscal year, BTA spent approximately $40,000 on advertising. This year it has a budget of about $25,000. Pearce says the zones usually advertise to promote initial awareness. The high-impact, glossy ads are required to captivate an audience. However, funding cuts may severely limit the zone's role in marketing tourism, he says.

Gina Rowe of Travel Keewatin agrees. "For our region the move to re-allocate funds from the zone to the operators was premature. Most of our operators rely on Travel Keewatin. It's fairly new and they get results from us. Advertising is a fairly costly venture for most operators."

Rowe thinks the Keewatin is not yet ready for the EDA's new funding policy. Although she cannot say for sure whether it will have a negative impact on tourism there, she forsees problems . "As our advertising budget goes down, we have to reduce the size of our ads to maintain their frequency. Half-page colour ads will likely become black and white one-quarter and one-sixth of a page ads," says Rowe.

Pearce says the zones will continue to do some advertising but it may not be enough. "We should still be doing a lot more advertising for Baffin. There is still ample need to advertise our zone." Pearce is now encouraging operators to consider advertising with the zone to maintain the current level of saturation.

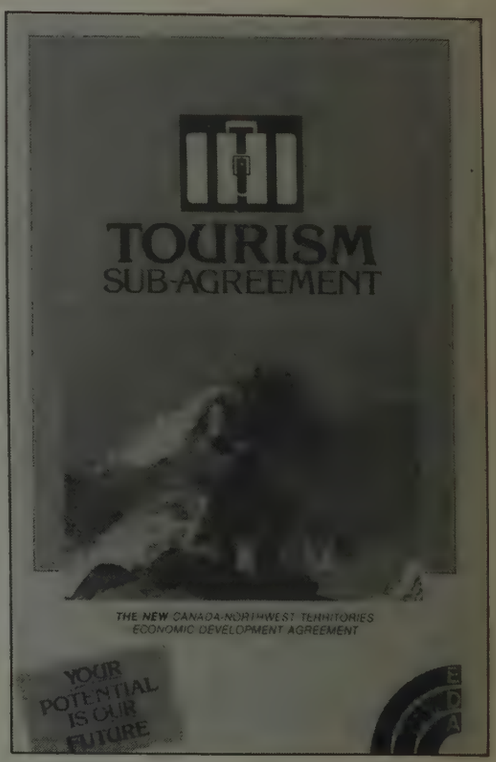
While some zone directors are leery of the new advertising policy, Roth says evidence suggests the time is ripe this move.

Chairman of the Marketing Committee, Roth receives applications from operators who want to access funds to defray advertising costs. He says he received considerably more applications this year than last, and that's a good sign.

But he admits there have been problems informing operators about the new EDA policy. "Until now it hasn't worked because the information was not getting around."

He remains confident that this will improve. Still, he is willing to listen to zone directors' concerns. "If operators prefer to use the umbrella of the zone this may be negotiated in the new marketing strategy." He adds that the new marketing strategy, which will likely come into effect by fall 1989, will be "created in full consensus with the zones and operators."

Despite hurdles, the NWT tourism industry continues to grow. With any luck, it will soon be ready to target the overseas market. Kaylo says such activity is presently limited. Travel-Arctic is working with some wholesalers in



Europe and it is also developing strategies to access the Pacific rim markets such as Australia. But such steps are very preliminary. "Our resources are limited and the competition is extremely intense."

Instead of moving ahead too quickly the industry prefers to review the success of its current strategy. After careful investigation, it'll adjust its focus and make the necessary modifications. And, by working to maintain its stronghold in the American market, it will prepare itself for a new challenge.

FROBISHER INN
Iqaluit, NWT

"Welcome"

You'll enjoy your stay at Iqaluit's premier inn. Our central location puts you steps away from almost everything. No matter how long your visit, stay in the Frobisher Inn for comfort, good food and friendly service.

Northern Hospitality at its best

Csaba's Cave Cocktail Lounge
• Dancing
• Food
• Good times

Erin's Hideaway Dining Room
Specializing in Northern Food
Experience fine dining and pleasant surroundings. Our dining room is fully licensed under NWT LLB and our treatment of such favourites as arctic char and caribou is legendary.

Lyla's Loft Suite
Mihaly's Nook Banquet Room
Bring your meetings or party to us. Your small group will enjoy the privacy of Lyla's Loft, and larger groups will meet in comfort in "the Nook". Call us and discuss your requirements.

50 Rooms
• Valet Service • Room Service
• Cable TV/Banquets
• Private Bath

Pick Up Service at the Airport — Tours on Request

Reservations: 1 (819) 979-5241
1 (416) 526-9480

Frobisher Inn, Box 610, Iqaluit, NWT X0A 0H0
American Express • Visa • MasterCard • enRoute Card

Growing with Iqaluit and The Eastern Arcitc

At Nunatta Campus in Iqaluit
and throughout the Baffin we provide
programs which prepare our students
for employment
or further education

Diploma Studies
- Teacher Education
- Administration
- Environmental Technology
- Journalism
- Human Services

Certificate Studies
- Interpreter/Translator
- Secretarial Arts
- Trades
- Nursing Assistant
- Academic Studies
- Communication Arts

Adult Education
- upgrading
- Personal Development
- Cultural
- General Interest

We also offer many courses throughout the Eastern Arctic

NUNATTA CAMPUS, ARCTIC COLLEGE
Box 1000, Iqaluit, NWT X0A 0H0
(819) 979-4051

ᐊᖏᓇᐃᖅ

ᐅᑭᐅᖅᑕᖅᑐᒥᐅᑕᑦ ᓇᖅᒥᓂᖅ ᐱᓇᐅᔨᓕᐅᕙᓂᖏᓐᓂᑦ ᐱᓕᕆᓇᖅᓯᓂᐊᖅᑐᑦ

ᓴᓂᐊ ᐃᖏᕙᐊ ᑎᑎᕙᖅᑕᒃ

ᓴ ᓄᓇᐃᑦ—ᓇᐃᔨᐃᓯᒪᓂᖅᓯᑦ ᑕᓯᐅᔨᐅᓂᐅᔪᖅ 50ᖑᓚᐅᑦ ᐊᖏᓇᐃᑦ ᓇᖅᒥᓂᖅ ᐱᓇᐅᔨᓕᐅᕙᓂᖏᓐᓂᑦ ᓴᖅᑭᓕᐅᖅᑐᑦ ᔪᓄᓇᐃᒥᑦ ᐊᖏᕙᖅᓯᐅᓕᐅᖅᑐᑦ ᐱᓕᕆᓇᖅᓯᐊᕐᓂᐊᖅᑐᑦ ᐱᓕᕆᓇᖅᓯᐊᕐᓂᐊᖅᑐᑦ ᐃᓚᖏᓐᓄ

ᐱᓇᑐᐃᓇᖅᑐᒃ.”

ᐊᑦ ᐃᒪᐸᓗᒃᑖᑦ ᓇᖓᓂᖅᓯᒪᔪᓂᒃ *Office Compliments*, ᓴᓇᐃᒥᑦ ᓇᖓᓂᒃ ᐱᓇᕆᐊᑐᐃᓇᕐᓂᖅ ᐃᓕᓴᕐᓂᒃ ᐃᓂᖅᑎᑦᓂᖅᐳᑎᓪᓗ ᐊᒻᒪᓗ ᑎᑎᕋᐅᓂᖅ ᐃᓂᖅᑎᑦᓂᖅᐳᑎᓪᓗ ᐊᒻᒪᓗ ᑎᑎᕋᐅᓂᖅ ᐱᓕᕐ

ᐊᑎᖅᓯᑐᑦ *Women Managing for Success.*
ᐱᔨᓴᖅᑎᑦᓯᒪᔨᖅᓴᓕ ᐅᑭᐅᖅᑕᖅᑐᒥᑦ ᑲᓇᐃᑦ ᓇᒥᓂᖅ ᐲᓇᐅᔨᒥᔪᓕᒫᑦ ᐃᓕᓴᕐᓂᒥᑦ ᐅᖃᓕᖅᑕᕐᒪᑦ ᑐᖅᑕᓂᖅᑐᑦ ᖃᓄᖅ ᐊᐅᓚᑎᑎᓂᐅᓂᖅᑐᑦ.

ᐊᑕᐅᓂᖅ ᑲᑎᒪᔨᖅᑐᖅᑕᒥᓪᓗᓂᖅ ᐅᖃᓕᒫᖅᑐᖅ ᑲᑎᒪᖃᑎᖅᑐᓂ ᐃᓇᐃᒍᑐᖅ ᐃᓕᖅᑐᑦ ᐱᓇᓱᒋᖅᑐᑦ ᐊᑎᑦᑎᕐᓂᖅᑐᑦ ᐃᓗᐳᖅᑐᑦ ᐱᖓᓱᓕ ᐃᖅᑐᓂ ᐱᓇᓱᒋᑦᑕᐅᓂ. ᐅᖃᓕᒫᖅᑐᖅ ᐃᓕᓴᕐᓂᖅᑐᑦ ᑕᐃᒪᓂ ᑕᒪᐃᔪᑦ ᑲᓇᐃᑦ ᐃᖅᑐᓂ ᐱᓇᓱᒋᑦᑕᐅᓂᖅᓯᒪᔪᓂ ᐃᓇᓱᒋᑦᑕᐅᓂᖅᓯᒪᔪᓂ. ᐅᖃᓕᒫᖅᑐᖅ ᑕᐃᒪᓂ ᑕᒪᐃᔪᑦ ᑲᓇᐃᑦ ᐃᖅᑐᓂ ᐱᓇᓱᒋᑦᑕᐅᓂᖅᓯᒪᔪᓂ ᐊᑐᐊᓂᖅᑐᑦ ᐃᓇᓱᒋᑦᑕᐅᓂᖅᓯᒪᔪᓂ ᐃᓕᓴᕐᓂᖅᑐᑦ ᐱ

WOMEN

becoming successful entrepreneurs in the North

by Janice Edgar

YELLOWKNIFE—Statistics show that 50 new, women-run businesses have emerged in Yellowknife in the past year. While numbers are not available for other NWT regions, some northern business women believe there is ample opportunity in everything from retail and service-oriented businesses and arts and crafts, to home-based businesses.

Pat Kerrigan, manager of the Federal Business Development Bank in Yellowknife, says she thinks the statistics reflect a unique quality in northern business women. "I'd suggest they're keener than those in southern Canada." She adds that many people are surprised by the phenomenal success rate of female entrepreneurs. But studies attribute women's success in business to the time they spend on preparation. "Women tend to do a lot of reading and studying before embarking on an entrepreneurial role. We do a lot of homework," says Kerrigan.

Operations survive longer

Not only are women generally better prepared to enter the business world, but their operations also survive longer, according to Kerrigan. "Women may not have the high sales their male counterparts do, but generally their businesses last longer. They are also much better managers of people." She says this is because female entrepreneur's tend to start small, borrow minimal amounts of money and generally keep their employees happy.

In Iqaluit, Business Development Officer Beth Carmichael says Baffin women are active participants in business. "There's definitely a presence of women in the field and they seem to be strong players," she says.

Harriet Burdett-Moulton, a partner in Iqaluit's Burdett-Moulton Architects and Engineers, says the company began with three employees in 1983 and has grown to 10. She says the North does not restrict her—as a business woman—in any way. "I find the North fairly conducive to women in business," says Burdett-Moulton.

Pat Moore is a partner in Office Compliments, a Yellowknife business that rents office space and provides office services. The business began two years ago with three partners and one employee. Today there are two partners and 10 employees.

Moore, who had never owned a business before, admits the experience was frightening at first. "It was scary to sign a five-year lease. We had substantial rent payments every month and no one renting our office space for the first two months," she says.

Banks treat women as equals

Funding is often a problem for many entrepreneurs, but Kerrigan says there does not seem to be a difference in treatment based on gender.

Moore agrees. "I don't think there has ever been a time we were stopped because we were women—the bank treats us as equals." She says that when she and her partners applied for an overdraft, they were treated as business *people* and not as business*women*. "The three of us had to sign personal guarantees, but there were no questions asked about husbands' assets," says Moore.

Nunatsiaq News file photo

Beth Carmichael

Earlier this year, in Yellowknife, the Federal Business Development Bank sponsored a business conference for women, called *Women Managing for Success*. It provided northern women in business with the opportunity to exchange ideas and gain practical tips on things such as time management.

One speaker at the conference told participants some people don't succeed because they don't let themselves succeed. Kerrigan says many women lack self-confidence which often prevents them from entering the business world. She says it's the women who believe in themselves who become successful entrepreneurs.

Important to dream big

Yellowknife business woman Pat Moore believes that too many women are afraid to take chances. "Women tend to dream about opening businesses out of their home. I think it's important to dream big."

But Beth Carmichael thinks women are gaining confidence. "As there are more and more role models, women see and think, 'I can do it, too'," she comments.

Sheila Knowlton-MacRury, who established Aurora Consultants in Iqaluit in 1987, represented the Baffin Women's Society at the Yellowknife business conference. She found the conference interesting—both professionally and personally. "It was a great place to meet other women in business and work on networking," she says.

Kerrigan, of the Business Development Bank, says she hoped many of the women who attended the conference gained contacts in the business world. She thinks such opportunities will help northern women maintain, and perhaps increase, their success in a world that is traditionally dominated by men.

TOWER GROUP OF COMPANIES
IN THE ARCTIC CONTINUOUSLY SINCE 1946

TOWER ARCTIC LTD.
DISCOVERY LODGE HOTEL
ARCTIC RESOURECES LTD.
TOWER COMPANY (1961) LTD.

The Tower Group of Companies have completed over 1200 cold region and Arctic offshore projects for Government and industry and are staffed to take projects from feasibility study stage through design and cost evaluation to implementation and final commissioning.

The Tower Group of Companies are proud sponsors of the "Canada In The Circumpolar World" lecture series in cooperation with McGill University's centre of Northern Studies.

P.O. Box 717,
Iqaluit, N.W.T.,
X0A 0H0

Tel: (819) 979-4433

FAX: (819) 979-6591

ᖃᐅᔨᖅᑕᓪᓗᖓᑎᑦᓯ

ᓇᖕᒥᓂᖅ ᐱᓕᕆᐊᖅᓯᖅᑐᑦ ᑲᑎᒪᔨᓴᕐᓂᖅᐸᓪᓕᖅ ᓂᐱᖅᓯᖅᑎᑕᖅᑐᑦ ᖃᐅᔨᖅᑕᓪᓗᑦ ᐊᓯᖅᑕᓪᓗᑦ

ᓴᓂᐊ ᐃᖏᓂ ᑎᑎᕋᖅᑕᒃ

Katherine Trumper

Nunatsiaq News photo file

Δᖅᓴᓂᓂᓪ—ᖃᐅᔨᖅᑕᓪᓗᑎᑦᑕᑦ ᓇᖕᒥᓂᖅ ᐲᓇᐅᓕᑕᕐᕕᐊᓂᓂ ᓂᐱᖅᓯᖅᑎᑦᓗᓂ, ᑕᓯᓂ ᑕᓕᒃᑯ ᖃᐅᔨᖅᑕᓪᓗᑎᑦᑕᑦ ᓇᖕᒥᓂᖅ ᐱᓕᕆᐊᖅᓯᖅᑐᓂᖅ ᑲᑎᒪᔨᓴᕐᓂᖅᐸᓪᓕᖅ ᐊᑐᓕᖅᑐᑦ. ᐊᖏᓚᐅᖅᓴᓕᐊᕐᓂᖅ ᖃᐅᔨᖅᑕᓪᓗᑎᑦᑕᑦ ᓇᖕᒥᓂᖅ ᑲᑎᒪᔨᓴᕐᓂᖅᐸᓪᓕᖅ ᑲᑎᒪᔨᓴᕐᓂᖅᓯᓂᖅᓴᓂᖅ ᐃᓕᓴᕐᕕᐊᓂᖅ ᐊᑐᓕᖅᑐᑦ ᐃᓕᓴᕐᕕᐊᓂᖅ ᐱᓕᕆᐊᖅᓯᖅᑐᑦ

ᐊᒍᓇᖅᑐᓂᓱᐊᕈᑕᖅᓯᒡᓕᑐᖅ ᐊᒥᓱᓄᑦ ᓇᖓᓂᖅ ᐹᓇᐅᓯᒡᓕᑎᐅᓂᑦ ᐊᐊᑎᒃᑕᑐᓄᖅ.

ᑲᑎᕐᓯᖅᑎᑦ ᐃᓕᓐᓂᐊᑐᓄᖅ ᐃᑲᔪᖅᑐᐃᓚᒥᒃᑯᑦ. ᒪᓇᓴᕐᒪᑦ ᐱᓕᕐᓂᖅᑐᑦ ᐱᓕᕐᓂᖅᑐᑦ ᐱᓕᕐᓂᖅᑐᑦ ᐃᓕᓐᓂᐊᑐᓄᖅ ᐃᓕᓐᓂᐊᑐᓄᖅ ᐃᓕᓐᓂᐊᑐᓄᖅ

BAFFIN

chamber gives business a voice

by Janice Edgar

IQALUIT—Providing a voice for Baffin business operators—that's the name of the game and the main aim of the Baffin Regional Chamber of Commerce (BRCC). And according to Chamber President Jacques Belleau it's happening.

Slowly, but surely, businesses in Baffin are being asked for ideas and opinions on issues which affect the Region's economy. Better than that though, the opinions and ideas business people are supplying are now being considered as decisions are made.

The Baffin Regional Chamber of Commerce is a relatively young organization, but its youth has not limited its success. The BRCC was formally established in March, 1987 replacing the now-defunct Regional Economic Development Association (REDA) (operated under the auspices of the Baffin Regional Council).

Baffin Regional Superintendent of Economic Development and Tourism in Iqaluit, Katherine Trumper, says forming the Chamber was an attempt to provide a clearer mandate and an image the business community found comfortable.

"A chamber of commerce certainly conjures up a better image for the organization because businesses understand better, in general, what a chamber does," Trumper says. She adds that the business community was not comfortable with REDA because members didn't think they should be represented by a political organization.

Trumper says the main challenge the BRCC faced at birth was the need to attract members and educate them. "It had to explain what a unified voice could do in terms of influencing government policy."

Jacques Belleau, owner of Frobuild construction in Iqaluit, has been the president of BRCC since it was founded. He says a growth in membership is one indication that the organization is successful. Another is the active role it plays in improving the Baffin's business environment. "For example, we've managed to get Workers' Compensation to change its payment policy. Business operators can now make several small payments rather than forwarding one lump sum—that's a change which improves the cash flow in any business."

At least one of the efforts of the organization has impacted on the region's economy. "Talk about achievements, our 'buy North' campaign has had real impact. People are now seriously looking at buying locally, particularly government agencies. It's a slow process but it's slowly improving. The government departments buy a lot more in the North now and there are more services available locally," he says. Whether there are more services available because they buy more or vice-versa is hard to say, admits Belleau, but an increase in local sales has a positive impact on the region's economy.

BRCC has been instrumental in increasing the flow of information between business and government, says Belleau, adding that communication between the two has improved quite dramatically over the past year. He believes its a major achievement and a primary function of the organization.

Along with its success in keeping abreast of various government activities affecting the business community, the BRCC has been solicited for input on numerous economic issues since its inception. "We are being asked for opinions by various government departments, a forum we didn't have a few years ago," says Belleau.

The Chamber was asked to assess the viability of the proposed Liquor Act Amendment and to comment on the recycling of beverage containers in the NWT. It provided feedback on the proposed amendments to the GNWT's Business Incentive Policy and proposed taxation revisions. "Before, the government departments would do whatever they felt like doing, now

Hinchey, Wowk, Williams, Avery & Co.
CERTIFIED GENERAL ACCOUNTS

ᐱᓕᕆᔨᖏᓪᓗᒍ ᓄᓇᕗᑦ
1973ᒥᓂᖅ

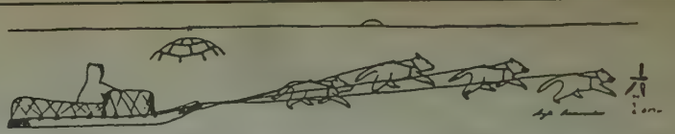
• ᐊᓇᐅᔭᓂᖅ ᖃᐅᔨᓴᓂᖅ • ᐃᖅᑲᓇᐃᔾᖃᖅᑎᑦᓯᔪᓂᖅ
ᐊᓇᐅᔭᓕᓚᓂᖅ, ᐊᓇᐅᔭᑦᓴᑐᓚᓂᖅ, ᐊᓇᐅᔭᓂᖅ
ᑎᑎᕆᑦᓯᓕᕐᓂᖅ • ᐊᓇᐅᔭᓕᓚᓂᑎᒃ ᓯᑐᓂᓴᒍ
ᖃᐅᔨᓴᓂᖅ ᐊᓴᒪ ᐊᑐᑦᑕᐅᔪᓴᓕᓚᓂᖅ • ᖃᓚᓴᐅᔭᖅᓯᑦ
ᐊᓇᐅᔭᓕᓚᓂᖅ • ᑕᒃᓯᓕᓚᓂᖅ, ᐃᓕᑎᒃᓯᑦᑐᓄᑦ ᐅᐢᓕᓗ
ᑲᑐᔾᖃᑎᒋᓄᑦ • ᐊᑐᐃᓚᓴᓕᓚᓂᖅ • ᐊᖏᕈᓴᖃᐅᑎᓄᑦ
ᑐᓴᐅᒪᓴᓕᖅ • ᐊᓇᐅᔭᓂᒃ ᐱᕆᔪᓕᓕᑎᑕᐅᓴᓕᔪᖏᑐᓂᒃ
ᐊᐅᓪᓚᓴᓂᖅ • ᐊᓯᖏᓐᓂᒃ ᑕᒃᓯᓕᓚᓂᖅ •
ᓇᓕᓂᓄᑎᑎᔾᔪᑎᒃ ᖃᐅᔨᓴᓂᖅ • ᐃᖅᑲᓇᐃᔾᖃᖅᑎᑦᓯᔪᓂᖅ
ᐊᓇᐅᔭᓕᓚᓂᑦᒧᑦ ᐊᖏᕈᑎᑦᓴᐅᓕᕐᓂᖅ

ᐱᖓᓱᑦ ᐊᓪᓚᓪᓕᐊᑦ ᐱᓕᕆᔨᖏᑦᑐᑦ ᐃᓪᓚᓂᒃ

Iqaluit
Box 910, X0A 0H0
(819) 979–4417

Inuvik
Box 2078, X0E 0T0
(403) 979–3484

Yellowknife
Box 1620, X1A 2P2
(403) 873–3441



ᐊᐅᓚᓪ ᑭᒪᔨᓕᓚᓐᓂᒃᑯᑦ ᑲᓇᓇᕐᒥ ᐅᑭᐅᖃᕐᕕᐅᑐᒥ
ᖃᐅᔨᑭᒪᔨᓪᓚᓂᓕᓂᒃ ᐃᖅᑲᓇᐃᔾᖃᖅᑎᑦᓯᔪᓂᑦ ᐃᑲᔪᕐᕕᐅᑐᒥ
ᐃᓚᓂᓂᒃ ᐊᐅᓚᓪ ᑭᒪᔨᖃᕐᕕᐊᔪᐃᓕᑦ.

ᐃᓂᓴᒫᑦᑐᓕᖅᑐᓄᑦ ᓄᓇᕗᑦᑐᒃᓴᓴᓕᖅᑐᓄᑦᓗ ᓄᓇᕗᑦᒥᑦ ᐃᒪᓕᐃᑐᓂᑦ:

•

ᖃᖏᑕᓂᒃᑯᑦ ᐊᐅᓚᓪᓂᖅ

•

ᓄᓇᕗᑦᑎᑎᑯᑦ ᐊᐅᓚᓪᓂᖅ

•

ᓯᓂᑕᓴᐃᓴᓕᓂᒃ

•

ᓄᓇᕗᑦᑎᓂᒃ ᐊᑐᓂᖅ

•

ᐊᑭᓚᓂᓯᒪᖃᑦᑕᖅ ᐃᓕᓴᐅᑎᓕᒍ ᐊᑎᐅᑦᑐᓂᖅ

•

ᑲᒃᖁᓕᑐᓂᑦ ᓂᐅᑦᕈᓂᓂ ᒪᓂᓐᓂᒃ: ᓂᒋᑦᓯᓂᑐᓕᒥ ᐊᑎᓚᓕᒥ • ᐊᓐᑐᓴᐃᓚᒥ •
ᐃᓕᑎᒥ • ᓴᐃᓂᓕ ᓄᓇᖃᓂᑦ • ᐊᓯᖏᓚᓐ

•

ᕿᓂᓂᖅᑕᐃᑦ ᓄᓇᖃᓂᑦ ᐊᓯᓴᓚᐃᓂᓂᖅ

▪

ᑲᑎᒪᓕᐃᑦᓯᔪᐃᓕᓴᓂᒃ ᑲᑎᒪᓕᐃᑦᓴᓂᓚᓐ ᓯᑦᓄᐃᓂᖅ

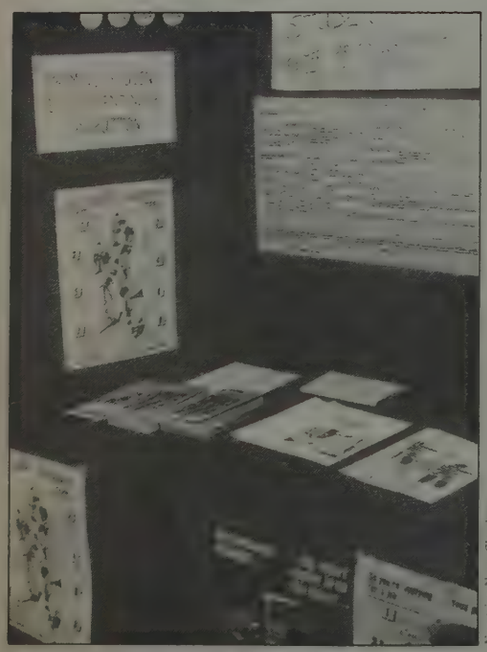
ᐱᒋᐊᖅᑎᓯᒪᓕᑦᓂᒃ ᐊᐅᓚᓪᓕᑎᑎᑦᓴᓂᑦ. ᖃᓂᑦᑐᒍᑦ ᓇᒥᐃᓄᓐᓇᑦᓂᓂᑦ ᓄᓇᕗᑦᒥᑦ.
ᐊᓪᓚᓐ ᐊᑭᖃᓄᑦᑐᒥᑦ ᑭᖃᐅᔨᓴᓕᖅᑐᓄᑦ ᐃᖅᑲᓇᐃᔾᖃᖅᑎᑦᓯᔪᓂᑦ ᐃᓪᓚᒍᑦ
692(ᐊᑭᓯᓂᐊᓚᓂᑐᖃᖅ ᑕᐅᓂᑦ ᐊᓪᓚᓯᐱᓚᓂᓂᓄᑦ) ᒪᑐᐃᓚᑎᓪᓚᒍ: 9:00ᒥ 5:30ᒍᑦ
ᓇᓱᓕᔾᔨᒃᑯᒥ ᑕᓪᓕᒥᖅᒍᑦ ᐅᑭᐅᒍ 1:00ᒥ 4:00ᒍᑦ ᓇᑦᓯᐊᕐᓯᓂᖅᑎᓕᒥ.

ᐱᒋᐊᖅᑎᓯᒪᓕᑦᓂᒃ ᐊᑐᓚᓐᓂᑦᓯᓂᑦ ᐃᖅᑲᓇᐃᔾᖃᖅᑎᑦᓯᔪᓂᑦ ᐊᑭᓯᓂᓱᑦ ᑐᓴᕐᓂᓐᓂᒥᑦ: ᓯᐅᓇ, ᑲᐅᒪ.
ᓪᓚᒥ ᐅᑭᓯᓂᓂᑦ ᓯᓚᓂᒍᑦ ᐅᑐᖅ 979-6492 ᐅᑭᓯᓂᓂᑦ 979-6211ᒍᑦ

ᖃᓇᑕᑦ ᐅᐸᐅᑦᑕᓕᑦᑐᖅᓂᑦ ᓂᐅᑦ ᑭᒍᒪᔨᓪᓚᓂᓕᑦ

ᓄᓇᕗᑦᑎᒥ ᓇᒍᑐᐃᓐᓇᖅ ᐊᐅᓚᓪᑕᒪᔨᓂᑦ ᐱᒋᐊᕐᓂᕐᓴᑦ

P.O. Box 1210, Iqaluit, Northwest Territories X0A 0H0 (819)979–6492 / 979–6211
ᓯᑲᑐᓂᑦ (819) 979–4629



Nunatsiaq News file photo

Supporting students is one aim of the Baffin Chamber of Commerce.

we're being asked for our opinions and ideas even before the decisions are made. It's a step in the right direction,'' Belleau comments.

BRCC not only lobbies and acts as an advocate for regional business operators, but it tries to bring about and support changes that will improve the economic climate in Baffin. It is presently lobbying to have the Receiver General change its current payroll remittance policy. As it stands now, the policy creates hardship for many businesses in the region.

The organization is also interested in supporting students. Recently, the executive passed a motion to provide scholarships to business program grads, as well as sponsor ad campaigns encouraging youth to stay in school. In addition, the Chamber will be working with Arctic College's Board of Directors and the Department of Economic Development and Tourism to assess the training and academic needs of the region's fishing industry.

One of the challenges the organization faces is that of attracting members. Thirty of the 42 paid members operate a business in Iqaluit. Business operators in Baffin communities other than Iqaluit have no choice when selecting a chamber to support, but Iqaluit business operators may opt to join the Iqaluit Chamber of Commerce instead of (or in addition to) the regional body.

Belleau says it is a choice many individuals make by deciding who best represents their interests at any given time. And, although local chambers appear to be the norm across the Territories, Belleau says a regional approach makes more sense. In his opinion, a regional body has a stronger voice and can therefore have a greater impact on the decision makers.

''The BRCC represents the region, not just a single community, and therefore it should have a stronger voice—it should be one strong enough to reach all levels of government.'' It's a matter of principle, adds Belleau, that if the regional chamber is strong it will have a louder voice. The only other regional chamber in the NWT is in the Keewatin, but otherwise the chambers have remained ''more or less local,'' says Belleau.

Although the organization has made a number of successful inroads, it has not been without problems. Finding a manager is one of them. At least four different individuals have performed the onerous task in the past 12 months and the position is now vacant. ''Staffing has always been hard in the North and I suppose the amount of money we are able to pay adds to the problem,'' says Belleau.

Nunatsiaq News file photo

Jacques Belleau

Another problem it is trying to overcome is an apathetic membership. ''Everyone is busy in the North. No successful businessman can afford to just ride along. You've got to work your brains out or you won't succeed. I can understand why this sort of business (with the Chamber) has to take a back seat.''

On the other hand, a chamber will only be as good as its members can make it, he adds. Without feedback and assistance from members, a chamber's activities, and the issues it addresses, are severely limited.

ᐃᓄᐃᑦ ᑲᑎᒪᔨᖏᑦᑐᑦ (1985) ᒥ
Air Inuit (1985) ltd./ltée

SPECIALISTS IN NORTHERN QUEBEC

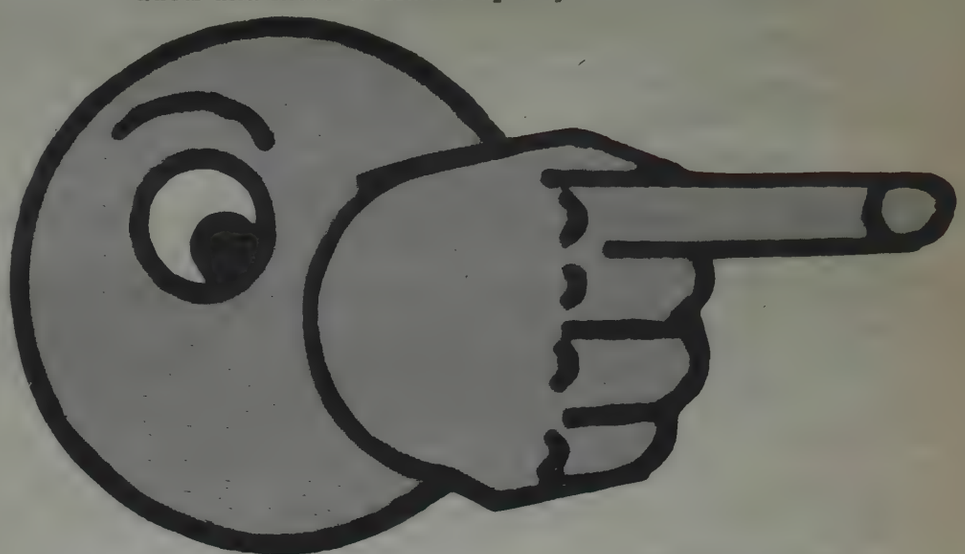
Operating out of bases at:

Kuujjuaq:	(819) 964–2935
Dsipatch:	964–2937
Kuujjuaraapik:	(819) 929—3356
Dispatch:	929–3361
La Grande:	(819) 638–8163
Dispatch:	638–8165
Quebec:	(418) 872–1839
Montreal:	636–9445
Toll Free:	1 (800) 361–5933

Reservations in Montreal
1 (800) 361–2965
or (514) 634–8087

Buy Locally

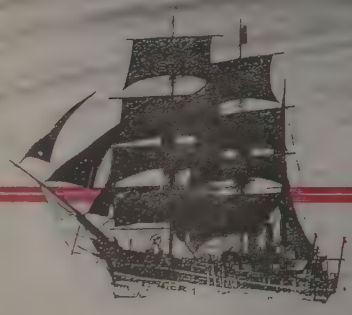
When you buy northern products, you keep the money in the north. Northern sales keep hunters busy, carvers working, sales clerks selling and the economy healthy. With more northern sales we'll have more northern products and more work. It's up to you.



Northern Dollars
CREATE
Northern Jobs

BAFFIN REGIONAL
CHAMBER OF COMMERCE
ᑭᐳᕐᓂᒃ ᓇᓕᓂᖅ ᐱᓕᕆᔨᒃᑐᑦ ᑲᑐᔾᔨᖏᑦᑐᑦ

Just add the people...



Iqaluit's Meeting Pl

EXPANDED FACILITIES / ᐊᒥᓲᖅᑐᓂᖅᑕᐅᓪᓚᓪᒃ ᐃᓕᓴᐅᑦ

35 Rooms/ᐃᓕᓴᐅᑦ
Executive Suites/ᐊᑭᓕᖅᑲᑦ ᐃᓕᓴᐅᑦ
Cable T.V. throughout/ᐃᓕᓴᐅᓪᓚᒥᑦ ᑕᓪᓕᕆᑭᓐᓇᐅᑎᓪᓗᑦ ᐊᓯᑎᕐᑐᑐᒍᓐᓇ
Elegant Dining in the Captain's Dining Room/ᓄᑭᓲᓪᓚᐊᓐᓇ ᓂᓪᓴᖅᑐᑦᓯᐊᓪᓇ ᑲᐱᑕᐃᑦ ᓂᓪᓕᕆᓚᓂ
Banquetting Facilities for 110/ᓂᓪᓴᖅᑐᑦᓯᐊᓪᓇ 110ᓂ ᐃᓄᖅᑭᐅᓇᖅᑐᑦ
Coffee Shop/ᑲᐱᓪᓇᖅᑐᑦᓯᐊᓪᓇ

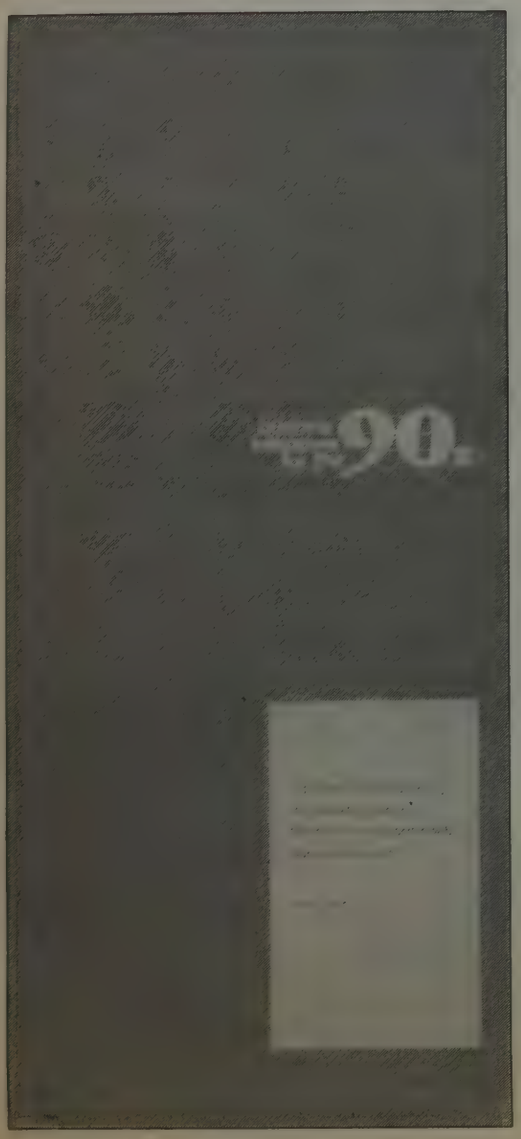
Full-Service Meeting Facili
Groups of 12 to 100/ᑲᑐᔪ
On-Site Interpretetive Fac
Audio-Visual Equipment/ᐊᓯᔪ
Photocopying & FAX/ᕿᐃᑦᕿᓂ

ᐃᓕᐱᒃᓯᐊᖅᑐᑦ

ace / ᐃᖅᓗᓂᐃᑦ ᑲᑎᒪᔨᖅ

es/ᐱᔨᓯᕐᓂᐊᕐᓯᐊᖅᑐᑦ ᑲᑎᒪᓂᖅ
ᑲᑎᒃᓂᑦ 12ᓂᒃ ᐱᐊᓂᓄᓇᕗᖅᓯᓂᑦ
ities/ᑕᓄᑦᓂᐃᐃᓐᓇᖅ ᑐᓴᕐᖅᖃᓂᑦ
ᓄᐊᓂᒃ ᕿᒥᕐᕕᐊᑎᓂᒃ ᑐᓴᕐᔪᑎᖅᖃᑎᒌᖅ
ᐊᕐᓂᕈᐊᑎᓂᒃ ᐊᓯᓗ ᓄᓇᑐᓄᐊᑎᓂᒃ

FAX/ᓄᓇᑐᓄᑦ (819) 979-4296
PHONE/ᐅᖃᓕᐅᑎᖓ (819) 979-6201
P.O. Box 158, Iqaluit, N.W.T. X0A 0H0



KEEWATIN
regional chamber sets the pace
by Janice Edgar

RANKIN INLET—The Keewatin Regional Chamber of Commerce is moving in a new direction. Chamber secretary-treasurer John Todd has been a member since its founding in 1983. He says the Chamber is looking beyond the day-to-day concerns plaguing businesses and focussing on ''Canadianizing the territorial economy.''

By ''Canadianizing'' the NWT, Todd means it's time for a central government to create an economic environment that will generate long-lasting economic activity in the North. ''We have to be viewed as an asset to the country, not a burden,'' says Todd. ''Equalization programs, incentives, subsidies and rebates must be developed to encourage business interests,'' he adds.

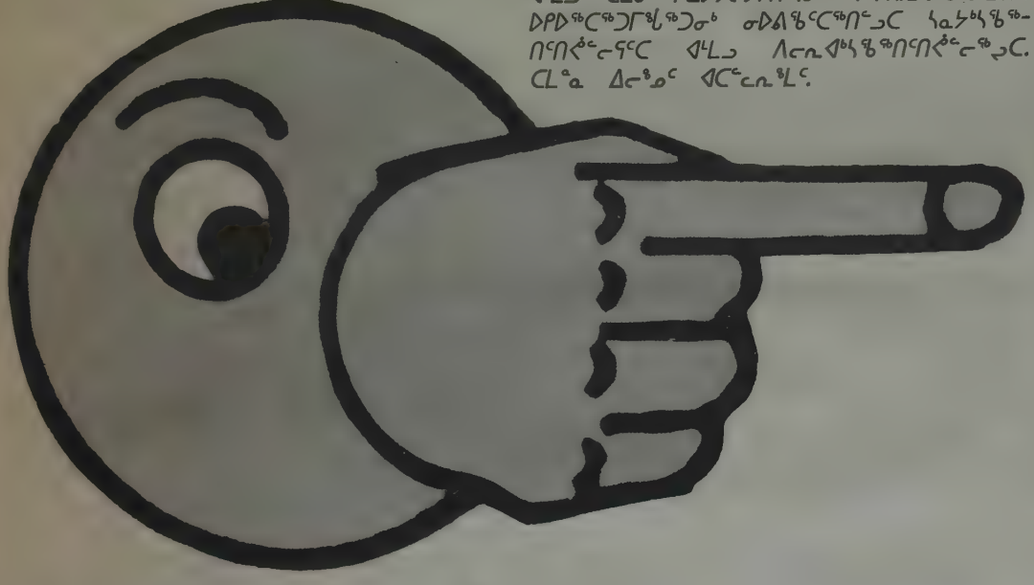
''Until last year, the KCC concerned itself with the issues of the day—things like how do we make the operational system better, on a daily basis,'' says Todd, adding, ''Now it wants to thrust ahead and help to create ān environment that looks beyond today.''

Bill Graham, Keewatin regional superintendent of Economic Development and Tourism says KCC, at its annual general meeting in March 1988, signalled a major departure from the past. *Business Initiatives for the 90s* was the end result of that conference. Todd says the document is a serious attempt to provide advice to government on how to encourage small and big business development in the Arctic. The paper was tabled in the Legislative Assembly in late October, but Todd says that's not enough. ''It's one thing to get it tabled, it's another thing to get action on it.''

Members of the business community believe the northern economy, by and large, is at a crossroads. ''There has to be significant government interference at this junction if the North's economy is to develop and expand. It's time to bring in fiscal policies and an infrastructure

ᓄᓇᕗᑦᓂᖅᓯᐊᓂᖅ ᓂᐅᕕᖃᑎᒌᓂᖅ

ᐅᑭᐅᖅᑕᖅᑐᒥ ᓴᓇᔨᓂᓗᓂᒃ ᓂᐅᕕᖃᖏᓐᓇᕕᓂ, ᓂᐅᕕᖃᓂᔪᓂ ᐅᑭᐅᖅᑕᖅᑐᒥ ᐱᓕᕆᔨᐅᑭᐅᒪᓴᖓᓂᒃ ᐱᓕᕆᓂᖅ. ᐅᑭᐅᖅᑕᖅᑐᒥ ᓴᓇᔨᓂᓗᓂᒃ ᓂᐅᕕᖃᖏᓐᓇᕕᓂ ᐊᖏᔪᓕᒫᖅᓯᒃ ᐱᓕᕆᓂᖅᓴᖅᑎᑦᓯᒪᓕᕆᓂᖅ, ᓴᓇᖑᒐᖅᓯᒃ ᐱᓕᕆᐊᖅᓴᖅᑕᖅᑎᑦᓯᒪᓂᖅ, ᓂᐅᕕᖃᖅᓯᒃ ᓂᐅᕕᖃᐊᖅᓴᖅᑕᖅᑎᑦᓯᒪᓂ ᐊᒻᒪᓗ ᑕᒪᓐ ᐱᓕᕆᔨᐅᑭᐅᒪᓴᖓᓂᒃ ᓴᖅᑭᑎᓕᓐᓂᐊᕐᓂᓯᒪᓂ. ᐅᑭᐅᖅᑕᖅᑐᖏᖅᑐᓂᒃ ᓂᐅᕕᖃᖅᑕᖅᑎᑦᓯᒪᓂ ᓴᓇᔨᓂᖅᓴᖅᑕᖅᑎᑦᓯᒪᓂᖅᓂᓗᓂᒃ ᐊᒻᒪᓗ ᐱᓕᕆᐊᖅᓴᖅᑕᖅᑎᑦᓯᒪᓂᖅᓂᓗᓂᒃ. ᑕᒪᓐᓇ ᐃᓕᓴᕐᓂ ᐊᑦᑕᓕᓚᖅᓴᒃ.



ᐅᑭᐅᖅᑕᖅᑐᒥ ᐱᓕᕆᔨᐅᑭᐅᒪᓴᖓᓂᒃ

ᓴᓇᖅᑭᐅᓂᖅᑎᑦᓯᒪᓂᖅᓂᓗᓂᒃ

ᐅᑭᐅᖅᑕᖅᑐᒥ ᐃᓚᖓᔪᖅᑐᑦ

BAFFIN REGIONAL
CHAMBER OF COMMERCE

ᐊᐱᖅᑕᓕᓐᓂᒥ ᓇᓕᓂᖅ ᐱᓕᕆᓚᐅᑦᓂ ᑲᑐᔾᔨᖃᐅᔾᔨᓂ

ᐃᓚᐃᓂ ᖃᖏᓐᓇᕕᓕᕐᓂᓕᕐᓂᓂ (1985 ᑎ)
Air Inuit (1985) ltd./ltée

ᑲᖏᖅᓯᖃᑦᓂᕐᓂᑐᐃᓐᓂ
ᑯᐸᐃᒃ ᐅᐊᓚᖏᓂ

ᐃᓕᓴᕐᓇᐃᒪᖃᑦᓂᕐᓂᒃ ᓄᓇᕗᑦ ᐅᑯᐊᑦ:

ᑭᒃᓯᐊᖅ:	(819) 964-2935
ᑲᖏᑦᑕᐅᑎᓕᓴᐅ:	964-2937
ᑭᒃᓯᐊᖅᑲᓇᒃ:	(819) 929-3356
ᑲᖏᑦᑕᐅᑎᓕᓴᐅ:	929-3361
ᓕ ᔪᖕᓕ:	(819) 638-8163
ᑲᖏᑦᑕᐅᑎᓕᓴᐅ:	638-8165
ᑯᐸᐃᒃ:	(418) 872-1839
ᒪᓐᓇᐅᑦ:	636-9445
ᐊᑭᖏᓐᓂᑐᑭᓯ ᐅᖏᓕᑦᑕ:	1 (800) 361-5933

ᖏᖅᑕᑦᑕᐅᑎᓕᓴᐅ ᒪᓐᓇᐅᑦᓂᒃ
1 (800) 361-2965
ᑕᓪᓕᓐ (514) 634-8087

funded by a central government," says Todd. "We're not asking them to give us the work. We're asking the politicians to create activity up here."

As a voice for change, KCC has been an effective lobby group. Todd says it was instrumental in initiating government policy changes and making government more responsive to northern business interests. "It's come a long way in a short period of time," he says.

"We lobbied fairly hard for changes in the Housing Corporation's approach to business. It used to put out tenders for Arctic housing which many small northern companies could not compete. Now they just tender the labour and the majority of that work is being handled by northerners," says Todd. He believes it's a significant victory because the Housing Corporation spends millions of dollars a years.

The government's new purchasing policy is another achievement which the KCC influenced. "Attempts to purchase northern products first, when possible, have improved. The improvements are not one hundred per cent but it's a damn site better than before."

"The Chamber originally formed in response to a lack of representation for community interests," says Todd. It now has about 40 paid members. In addition, four communities in the Keewatin boast chambers. Eskimo Point, Coral Harbour, Baker Lake and Rankin Inlet all have local chambers.

"The regional chamber has been very active in promoting the region and attracting outside investors into it. I think it's been very effective in advocating support from the government for its membership and the business community at large." says Graham.

While some business people have suggested the KCC's interests are selfish Todd disagrees. "Most had territorial implications not just regional ones," he says.

Although the KCC has been criticized for being aggressive, some believe that it's an approach that works. Says Graham: "The Keewatin region has long been considered an aggressive business community. In some ways they're in the forefront. The pro-active approach has gained a bit of tradition amongst businessmen in the Keewatin. Their ability to put ideas forth and try them out seems to work."

Despite the occasional criticism, the Keewatin Chamber of Commerce continues to do battle at the front line.As it moves from the problems of the day, to those of the decade, Todd says it will continue to ensure business interests are addressed.

Webber Research and Consulting

Webber, Research and Consulting is an Iqaluit-based company specializing in economic and social development. All consulting projects are professionally managed and supported by computerized data processing, photo-documentation, and desk-top publishing capabilities. Many of our projects are conducted through combining northern based experience and project management with a broad resource base of specialists.

Specialty Services

Economic and Social Research
- social and economic impact studies
- marketing surveys
- regional and community economic development
- tourism
- data collection, orgainzation and analysis
- feasibility studies
- technical briefs, policy documents,

Inuit Arts and Crafts
- marketing
- advertising
- product development
- skills development and training

Carving Stone & Special Carving Tools
- detection and prospecting
- surveying and mapping
- site visits and quarry evaluation
- technical advice on materials, tools and equipment/specialty tool sales

Desktop Publishing Services
- quality reports and manuscript production
- scanner facilities for text and graphic integration and alteration
- presentation colour charts and graphs: for 35 mm slides, overhead trasnsparencies, reports and manuscripts

P.O. Box 432 • Iqaluit • Northwest Territories • Canada • X0A 0H0 Tel. (819) 979-6094

EDA Awaits Your Input!

We have the potential to build a strong economy here in the Northwest Territories. Viable economic projects come from *your ideas* and *initiatives*; the funding needed to make them a reality is available from the *EDA*.

Six specific areas of our Northern economy are targetted for assistance under the *Canada/N.W.T. Economic Development Agreement:*

- Applied Economic Planning
- Arts and Crafts Development
- Mineral Development
- Renewable Resources
- Small Business Development
- Tourism Development

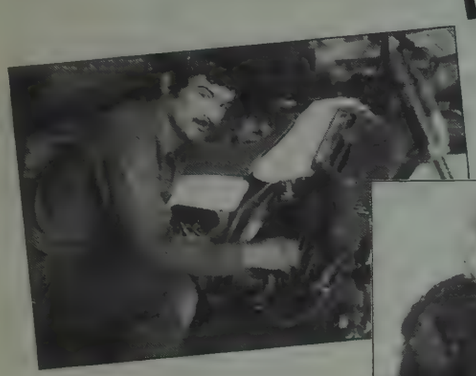
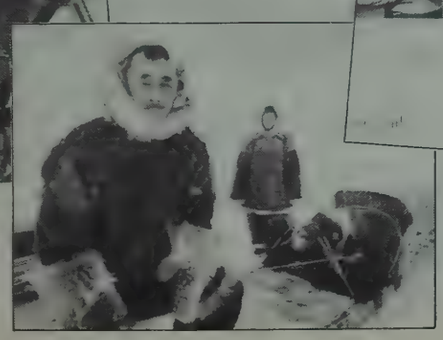
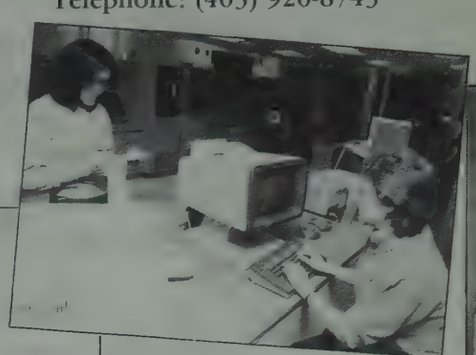
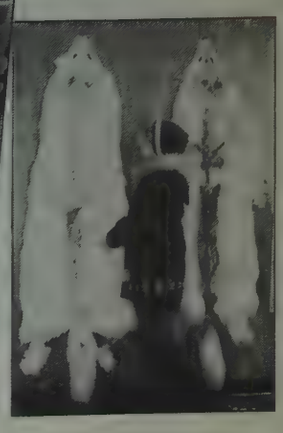
YOUR POTENTIAL IS OUR FUTURE

Your project must qualify under one of these sub-agreements to be eligible for funding.

A booklet outlining the *EDA* in general and individual brochures detailing each of the sub-agreements are available in English, Inuktitut, Inuvialuktun and French.

For further information on the *EDA*, or to obtain a copy of the booklet or brochures, contact your local Economic Development Officer,
or
EDA Secretariat
P.O. Box 1030
Yellowknife, N.W.T. X1A 2N7
Telephone: (403) 920-8743

E D A

ᑭᓪᓕᓪᓗᑎᑦ

ᓇᖅᑎᓂ ᐱᓕᓚᐃᖅᑐᖅᑕᐃᑦ ᑲᑎᕐᕕᒃᓴᖅᑭᑦ ᓴᓇᔨᓴᖅᑭᑦ

ᖃᓄᐃᓕᓐᓂᒃ—ᑲᖏᖅᓯᓂᓪᓗᑎᑦ ᓇᖅᑎᓂ ᐱᓕᓚᐃᖅᑐᖅᑕᐃᑦ ᑲᑐᔾᔨᖅᑎᖏᑦ ᓄᑖᖅᑐᖅ ᑐᕐᖏᓂᖅᓯᓕᖅᓴᓕᒃ, ᑲᓇ ᑕᑯ ᑕᓐᓇ ᓇᖅᑎᓂ ᐱᓕᓚᐃᖅᑐᖅᑕᐃᑦ ᐱᒋᐊᓕᒫᖅᓴᓕᒃ 1983-ᖑᓚᑦᓴᐃ ᐅᓇᑦᓯᓕᕆᓂᖅᑕᐃᓕᓐᓂᖅ ᓯᓕ ᒪᓐᓇ ᐅᓇᑦᓯᓕᕆᓂᖅᑕᐃᓕᖅᓯᒪᔪᖅ. ᑕᖅᓚᐅᖅᑐᑐᒃ, ᓇᖅᑎᓂ ᐱᓕᓚᐃᖅᑐᖅᑕᐃᑦ ᑲᑐᔾᔨᖅᑎᖏᑦ ᑕᐅᑐᓂᖅᓴᓕᕆᓂᖅᑕᒫᖅ ᑲᑎᒪᔨᖅᑎᑦᓯᒪᓕᖅ ᖃᓄᐃᓕᒃ ᑲᑎᒪᔨᑕᐅᑎᖅᑕᐅᑎᓕᖅ ᑕᒪᓐᓇᖅᑐᖅ ᐃᓚᖓᑕᐅᓂᖅᑕᐅᑎᓕᖅ "ᓴᓇᔨᓴᖅᑭᑦ ᐃᓚᖓᑕᐅᓂᖅᑕᐅᑎᓕᖅ ᐱᒋᐊᓕᒫᖅᓴᓕᒃ ᐱᓕᕆᔨᒃᑯᑦ ᐃᓚᖓᑕᐅᓂᖅᑕᐅᑎᓕᖅ

ᑕᒪᑯᓂᖅ ᒥᑭᓐᖏᑦᑐᓂᖅ ᐊᖏᔪᓂᖅᓗ ᓇᖑᓂᖅᓵᓂᑦ ᐱᓕᕆᓂᕐᒧᑦᑐᓂᖅᓂᖅ ᐅᑎᐅᕐᑕᑐᓪᓗ. ᑎᑎᖅᑕ ᐃᓕᓴᐅᓕᐅᖅᓯᑦ ᒪᓕᒐᓱᐊᑯᓂᖅᓗ ᐅᓂᒃᑳ ᓄᓚᓕᓐᓂᓗ, ᑭᑦ ᐅᖅᓯᐅᑎᖅᓯᓂᖅ ᑭᓯᐊᓂᒪᓗᒍᑐᖅ ᑕᒪᓐᓇ ᓇᓱᒪᓂᖅᓗᒍᑐᖅ.

"ᐃᓕᓴᐅᓂᖓ ᐱᓇᐅᔭᖅ, ᑭᓯᐅᓕᑕᖅ ᐱᖓᑕ ᐱᑎᐊᖏᑦᑐᓕᕆᓂᖅᓯᑕᖓ ᓄᓇᕗᑦᑎᓯᓐ".

ᓇᖑᓂᖅ ᐱᓕᓕᖅᖢᑕᐃᑦ ᑲᑐᔾᖅᖠᑎᓐᓂᑦ ᓄᓇᓕᓂᖅ ᑲᖏᖅᓱᓐᓂᑦ ᑕᒪᓐᓇ ᐅᑎᕐᑕᑐᓂᖅᓂᑦ ᐊᓯᖏᓐᓂᑦ ᑭᓪᓕᖅᑐᑦ ᐅᓂᒃᑳᖅᑐᑦ ᐱᓕᕆᓂᖅᓯᑦ ᐊᓯᖏᓐᓂᑦ ᑐᓴᐅᒪᓂᖅ ᑐᓴᐅᒪᓂᖅᓗ ᐊᑐᖅᑐᑦ ᐃᓚᖓᑕᐅᓂᖅᓯᑦ ᐊᓯᖏᓐᓂᑦ ᐱᓕᕆᓂᖅᓯᑦ

KITIKMEOT

chambers question bureaucrats' actions

by Janice Edgar

CAMBRIDGE BAY—The Kitikmeot region presently lacks a chamber of commerce but some members of the business community believe its time will come in a year or two. Members say two local chambers of commerce in the region, in Cambridge Bay and Coppermine, will be the seeds for a regional body.

In Cambridge Bay, the local chamber is struggling to develop a strong membership in preparation for the move to a regional forum. Wilfred MacDonald, president of the Cambridge Bay Chamber of Commerce, says he supports the idea of a regional chamber. However, he believes local chambers must be sufficiently developed before such a body will develop effectively in the region.

"I want to see each local chamber do well itself first," says MacDonald. Although he would like to see a regional body, he thinks it will need workers before he's convinced the region is ready for it.

In the meantime, MacDonald spends his spare time keeping the Cambridge Bay chamber active and meeting the needs of its membership.

MacDonald accepted the role of president five months ago because he "didn't want to see it die." The chamber was inactive prior to his election. Although it existed, there were few members and meetings were infrequent.

Since becoming president, he has devoted his efforts to getting the ball rolling. Although that means spending some 10 hours a week on chamber business, the rewards have convinced him it is well worth the effort.

"We've had a major membership drive and more than tripled our membership," says MacDonald. The list now numbers about 30. In addition, the Chamber has personalized stationery, pins and a crest. It is now registering as a society with the Government of the Northwest Territories. Although it had some difficulties establishing its by-laws, it has now conquered that battle, too.

MacDonald says the Chamber holds

KITIKMEOT—37

bartle & gibson co. ltd.
SERVING BC, ALBERTA, YUKON & NORTHWEST TERRITORIES
Plumbing, Heating, Electrical & Industrial Supply

ᐃᓗᐃ6ᐃᑦ
ᐊᓯᒋᖏᑐᑦ

ᓯᑦᓗᓕᓕᐅᑭᒋᑦ
ᐅᖃᐃᓴᐅᑎᑦ
ᐊᒻᒪᓗ
ᖃᐅᔨᒪᖃᓂᒋᑦ
ᐃᓕᑲᒪᑦ

- ᐃᓕᓴᐃᑦ• ᐞᕐᓴᐃᑦ• ᐃᒥᖅᔪᑦ ᐅᓇᖏᓂᒍᑎᑦ ᐃᓕᓴᖏᑦᓗ• ᐃᒥᖅᔪᑦ ᐅᖃᐃᓴᐅᑎᑦ ᐊᒻᒪᓗ ᑲᑦᓱᖏᓐᓂᖅᓴᐃᓚᐅᐃᑦ ᐅᑲᓴᐅᑎᑦ• ᐅᖃᐃᓴᐃᑎᑐᐃᓇᐃᑦ ᐃᓕᓴᖏᑦ
- ᐅᖏᓂᑐᓂᓗᓂᓄᑦ ᐊᐅᓕᑎᒍᑎᑦ ᐃᓕᓴᖏᑦᓗ ᐊᓯᐅᖏᑐᑦ• ᐳᑦᓕᓴᐅᑎᑦ, ᐃᒥᖅᔪᑦ ᐃᖏᑎᑎᑎᑦᓱᓕᑎᑦ ᐊᒻᒪᓗ ᖃᑦᑕᐅᓴᐃᑦ• ᐅᐃᓂᖃᐅᑦᑐᑦ ᐊᓯᑎᖏᑐᑦ• ᓴᓇᓴᐃᑦ ᐅᓴᖅᓴᓴᒥᑲᓄᑦ ᓴᓇᓯᒪᔪᐃᑦ ᐊᖏᓂᖏᑦ ᓴᓇᐅᔨᓄᑦᓓᓂᑦ• ᑲᑦᓱᖏᓐᓂᖅᓴᐃᑦ ᐊᒻᒪᓕᓂᓗ ᓴᓇᖅᑎᑦ• ᐊᑐᓂᓗ ᐅᒪᓴᐅᓂᑦ

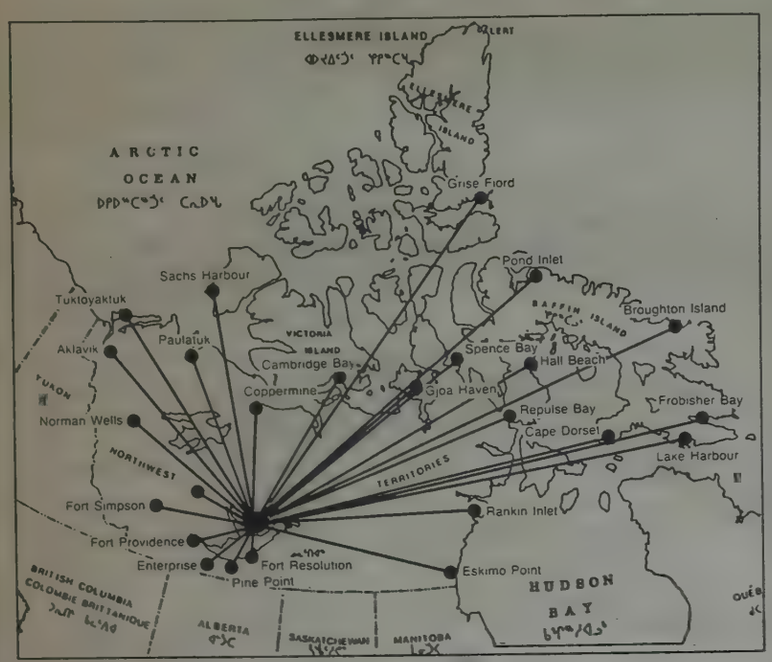
ᐊᐅᓚᖃᑎᒌᓄᑦᓄᑦᑐᐃᓐᓇᖅᑐᑦ ᓄᒧᑐᐃᓄᖅᑐᖅ ᓄᓇᕋᐊᖏᖅ
ᑎᑎᕐᓗᑦ ᐊᑭᓚᖃᐅᔪᓂᑎᖅ ᑎᑭᓴᖃᐅᔪᓄᑦᓄᑦᑐᖅ

Bartle & Gibson Co. Ltd.
3905 Franklin Ave., Yellowknife, NWT (X1A 2P1)

ᓱᖃᑦᑐᑦ (403) 873-5730
ᐅᖃᓕᐅᑦ (403) 920-2248

J&R MECHANICAL LIMITED
plumbing & heating contractors
YELLOWKNIFE, N.W.T.

Box 1541, Yellowknife, X1A 2P2
ᐅᖃᓕᑎᑎᖅ: (403) 873-2392 920-2495 ᓱᖃᑐᒃᑯᑦ 873-6904



100 ᐳᓴᕐᑎᓂᒃ ᓄᓕᐢᓴᑦᑕᓪᓗ ᐅᑎᐅᖅᑕᖅᑐᒥᒃ

ᐃᖅᑲᓇᐃᔨᓪᓕ ᓴᓇᐃᓐᓂᒃ ᐊᒻᒪᓗ ᓂᐅᕐᐊᑦᓴᖅᑎᖅᓴᐃᓐᓂᒃ ᓄᓇᕋᐊᓕᒫᒥᒃ

ᐃᖅᑲᓇᐃᔨᓪᓕᖅᑐᑦ ᐃᓄᐃᑦ ᐊᑐᓕᖅᑐᑦ

ᐃᓄᐃᑦ ᐊᑐᓕᖅᑐᑦ ᑲᑎᒪᔨᖃᑎᒌᓕᖅᑐᑦ
ᓄᓇᕋᐊᑦ ᓴᓇᓕᒃᓴᐃᓐᓇᖅᓯ?

ᐃᓴᖅᑕᐅᑦᐊᖅᑲᖅᑭᑦ

ᐅᑯᓄᖅ: ☐ ᑎᑎᕋᐊᓕᓐᓂᖅ ᐃᖅᑲᓇᐃᔨᓴᓕᒫᑦᓴᖅ
☐ ᐃᖅᑲᓇᐃᔨᑦᓴᓂᒃᓴᓕᐅᑎᖅ
☐ ᐅᔾᔨᖅᓱᐃᔨᖅᓴᓐᓂᑦ ᐊᐱᖅᓴᕐᑕᓕᖅᓯᓪᓗᒍ
☐ ᑐᑭᓴᕐᑕᕈᒪᔪᓐᓂᑦ ᐃᖅᑲᓇᐃᔨᑦᓴᖅ
☐ ᐃᖅᑲᓇᐃᔨᖅᓄᑦ ᐊᒻᒪᓗ
ᐃᖅᑲᓇᐃᔨᖅᑐᓕᕆᓯᓪᓗᒍ
ᐅᖅᑲᐅᑦᐊᖅᑕᐅᓯᖅᑎᑦ

ᖃᐃᓂᐊᖅᓄᑦᓂᑦ ᐅᑦᓕᓗ ᐅᖃᓗᓐᓂᑦ ᐃᖅᑲᓇᐃᔨᖅᑐᓂᓕᕆᔨᓄᑦᓂᑦ
ᓄᓇᖃᖅᖃᑎᒌᓄᑦᓄᑦ

ᖃᑎᓯᒥᐅᓄ
ᖃᐅᔨᓕᕆᓯᒪᔭ: ᐄᐃᓕᓐ ᑕᑯᓇ
Enokhok Centre
Cambridge Bay, N.W.T.
(403) 983-7284

ᑭᓕᓕᓯᒥ
ᖃᐅᔨᓕᕆᓯᒪᔭ: ᐊᓇᑦ ᒪᓴ
Regional Service Office
Rankin Inlet, N.W.T.
(819) 645-2629

ᖁᑭᖅᑕᓗᒍ ᐊᓕᑕᓂ
ᖃᐅᔨᓕᕆᓯᒪᔭ: ᐃᓕ ᐋᓚᐊᒃ,
ᒪᓕᒪᒃᑯᑦ ᐊᓕᓕᔅᐱᖃᖅᓯᒪᓕ ᖃᓄᓕᕐᓕᖅᓱᒪᓂᑕᓂᑦᑐᖅ
ᐃᖅᓗᓂᓂ, ᓄᓇᕋᓕᐊᖅᑎ (819) 979-6846

Northwest Territories Equal Employment Directorate

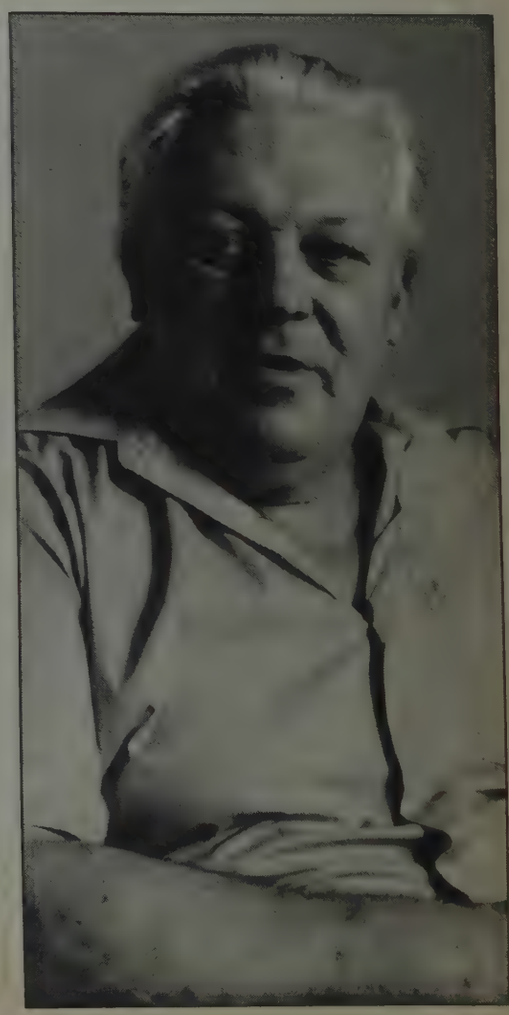
ᖃᑎᖅᑕᐅᑦ

ᑲᑎᒪᔨᖏᑦᑐᖅ ᓇᒪᔭᖏᑦᑐᑦ ᓴᖅᓯᒪᔭᓂᒃ

ᐃᖅᑲᐃᕐᓂᖅᐳᓗᑦ ᓇᖏᓂᖅ

ᐲᓇᐅᔭᓕᕐᔪᐊᖅᓯᐲᓂᒃ

ᐸᓂ ᐃᖅᓗᓂ



Larry Whittaker

Nunatsiaq News file photo

ᐃᖅᑲᓇᐃᔨᒪᓂᖅ ᑲᑎᒪᔨᖏᑦᑐᖅ ᐊᓂᔨᓂᖅ ᓄᓇᕗᒻᒥᐅᑦ ᑲᑎᒪᔨᖏᑦᑐᖅ ᐊᓂᔨᓂᖅ ᓄᓇᕗᒻᒥᐅᑦ

ᖃᑎᖅᑕᐅᓂ

ᑲᑐᔾᔨᖅᑎᑎᖏᓂᒃ ᓇᒪᔭᖏᓂᑐᓂ ᒪᓕᒪᖅᓯᓐᓄᑦ

ᐃᖅᓱᐃᔨᖅᑎᑕᐅᓂ ᓇᖏᓂᖅ

ᑭᓇᐅᔨᓕᕆᔨᖅᓯᖏᓐᓄᑦ

ᓴᓂᐊᓂ ᐃᖅᓱᐃᔨᖅᑎᑎᖏᓂᒃ

Nunatsiaq News file photo

Larry Whittaker

ᐃᖅᓱᐃᓕᖅᑐᑦ—ᖃᑎᖅᑕᐅᓂ ᓪᓚᕆᔨᕈᓐᓇᖅᑐᓂ ᓇᖏᓂᖅ ᐱᓕᓚᖅᖢᐃᑦ ᑲᑐᔾᔨᖅᑎᑎᖏᓂᒃᓯᓂᒃ ᐱᑕᖅᑎᑎᐊᓕᕆᔨᖏᓂᑐᓂ ᑭᓯᐊᓂ ᐃᓕᖏᓂ ᓇᖏᓂᖅ ᑭᓇᐅᔨᓕᕆᔨᖃᑦ ᓄᓇᓕᖅ ᐅᓐᐱᓯᓂᑐᓂ ᐱᑎᕐᓯᓂᖅᑐᓂ ᐅᑎᕐᓂᖅᑐᓂ ᐅᑎᕐᓂ ᓪᓚᕆᔨᕈᓐᓇᖅᑐᓂ ᐃᓕᖏᓂ ᓇᖏᓂᖅ ᐱᓕᓚᖅᖢᐃᑦ ᑲᑐᔾᔨᖅᑎᑎᖏᓂᒃ ᐱᓕᓚᖅᖢᐃᑦ ᐃᓕᖏᓂᖅ

ᑕᐃᒪᓕ ᐊᐅᓚᓂᖏᓐᓄᑦᑐᑦ ᐱᓕᓚᐊᖏᓂᖅᓯᖏᓪᓗᓂ ᑲᑎᒪᔨᖅ ᑕᒪᐃᓐᓇᖅᑐᑦ ᑕᒪᐃᓐᓇᖅᑐᑦ ᑲᑎᒪᔨᖅ ᐱᓕᕆᓂᖅᓯᓂᒪᓂᖅᑐᑦ ᐊᐅᓚᓂᖏᓐᓄᑦᑐᑦ

TRAINING

programs planned for NWS positions

by Matthew Spence

IQALUIT—Anyone who is interested in working on the North Warning System (NWS) but lacks the qualifications can obtain training from Canada Employment.

John Dalton, manager of the Canada Employment and Immigration Centre (CEIC) in Yellowknife, says it is negotiating with Frontec Logistics (the company which has the NWS contract) to develop a training program for northerners.

CEIC is now examining the education and training requirements for the positions available—most of which will be in the electronics field. Dalton says that because of the technical nature of the positions many applicants will have to upgrade their skills before they can enter the training program. Once a person has qualified for the program, he or she will be trained at Fort Smith or in southern Canada.

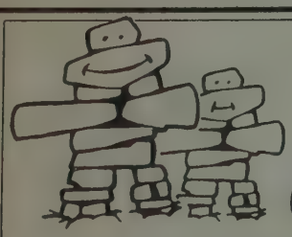
Dalton says that presently there are no plans for Arctic College to offer electronics training at its Eastern campuses. However, he hopes that Frontec will consider apprenticeship and on-the-job training programs so that candidates will not have to spend long intervals away from their communities.

CEIC plans to meet with Frontec representatives in early January to finalize arrangements.

Lillian Hvatum, northern program development co-ordinator for Frontec, says that presently over 50 percent of employees working at operating NWS sites are northerners. Within the next year the company plans to hire another 160 people (there are about 30 employees now). She says that Frontec will initially hire many southerners for the more technical jobs because there are not enough qualified northerners. However, once training programs are set up, qualified northerners will get preference.

Hvatum says that it is in Frontec's best interest to hire northerners because they have a greater commitment to the North and the turnover of these employees is lower. Transportation costs should also be less because northern employees live closer to the sites.

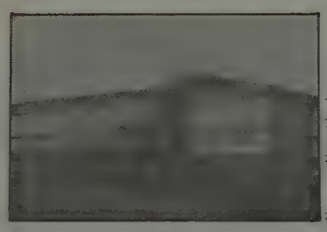
Although the electronic technician positions require formal school training, Hvatum says that apprenticeship or on-the-job training positions will also be available. "This will allow those people who are interested in working for us to remain close to home and avoid lengthy training periods at schools in the south."



ᓄᑕᖅᑎᑕᐅᔪᓕᒫᓐᓇᒪᑦ ᑕᖃᒧᑐᓂ ᓯᓚᖅᓴᕐᕕᖓ
60ᐅᑦ ᐅᖃᒪᒋᓂ ᓯᓚᖅᓴᕐᕕᖓ ᐅᑭᐅᖃᑦᑕᖃᐅᑎᒃ

ᓄᓇᕗᑦᑎᖓ ᓇᖕᒥᓂᖅᐅᖃᐅᓪᓗᒋᑦ ᐊᐅᓚᓂᖅᑕᑦ ᐱᐅᓂᖅᑕᑦ ᑕᐃᒪᖃᓐᓂᒃ. ᐱᓇᐅᔨᓴᓕᕆᓂᖅᐅᖃᐅᓪᓗᒋᑦ ᐱᕕᐊᖃᖅᑎᑎᕐᒪᕐᒪᑦ ᐊᓯᒪᓂ ᓇᖕᒥᓂᖅᑎᓂᓴᓂᒃ ᖃᐅᔨᓴᕐᓂᒃ ᓴᖅᑭᑦᓂᓗᒍᑎᓪᓗᒍ ᐱᐊᒪᑦᓂᑦ ᖃᓄᐅᓂᖅᓂᑦ ᓴᖅᑭᑦᓂᓗᒍᑎᓪᓗᒍ ᓇᖕᒥᓂᖅᐅᖃᐅᓪᓗᒋᑦ.

ᐅᑦᐱᕕᐊᓂᖅᑐᑦ ᓇᖕᒥᓂᖅᐅᖃᐅᓪᓗᒋᑦᓯᐊᓂᑦᑕ ᐊᐅᖓᓂᖅᓯᓐᓂᒃ ᐊᐅᓚᓕᐊᓚᑲᒃ ᐃᓚᐅᐊᓚᓂᐊᑦ ᐅᓗᓚᐊᓇᖕᓂᑦᓴᓕᐊᖅᑐᓂᒃ ᐱᐊᒪᑦᓂᖅᑎᖃᑕᐅᑎᓗᓂᑦ ᓇᖕᒥᓂᖅᐅᖃᐅᓪᓗᒋᑦᓯᐊᖅᑐᓂᒃ. ᐊᐅᔪᓂᖅᓯᓐᓂᒃ ᓇᖕᒥᓂᖅᐅᖃᐅᓪᓗᒋᑦ ᐃᓚᐅᐊᓚᓂᐊᑦ ᐅᐱᐅᖃᑦᑕᖃᐅᑎ



Nunatsiaq News file photo

ARCTIC COLLEGE

prepares students for business

Modern economic development is increasingly dependent on information, technology, and knowledge. Skill training is an essential part of economic development.

Arctic College, through campuses such as Nunatta (in Iqaluit) provides a wide range of courses to prepare students for the business world. They include: business and public administration, basic office procedures, computer applications, bookkeeping, accounting, economics, management, business communications, business law, marketing, personnel administration and many more.

Many people choose to enroll as full time students but more specific courses are also available for part-time study.

In addition there is a wide variety of courses in pre-employment or upgrading training in areas such as: environmental technology, teaching, journalism, interpreter/translator, home maintenance, cooking, carpentry, school community counsellor and human services.

Residents of the Eastern Arctic who left school early, can upgrade their language and mathematics skills at the college through academic and applied studies and pre-vocational training courses.

Nunatta Campus serves the Eastern Arctic and although many courses are based in Iqaluit, regular courses are offered in other Baffin communities and, by arrangement, also in Keewatin and Kitikmeot.

The College recognizes that despite everyone's best efforts, for the foreseeable future employment opportunities in Nunavut will, for the most part, be limited for wage-earners. Alternative means of economic and social well-being must be found. Traditional activities on the land provide one such way and the College has and will continue to provide training related to the land.

As a multi-million dollar enterprise with one of the larger payrolls in the Baffin, the Nunatta Campus, also recognizes the increasingly important role it will play in regional economic development.

This information was provided by Don Couch, vice-president Nunatta Campus, Arctic College.

Johnson's Building Supplies Ltd.

"Serving the Canadian North for over 27 years with Quality Building Products"

FOR CONSTRUCTION AND INDUSTRY

- Lumber
- Plywood
- Paint
- Glass
- Hardware
- Tent Frames
- Floor Coverings
- Cement and Brick
- Kitchen Cabinets

DISTRIBUTORS FOR

- Makita Power Tools
- Duraco Windows
- RSF Energy Stoves
- Indestro Mechanical Tools
- Vanee Air Exchangers

Benjamin Moore PAINTS

Paints
Olympic Stains

Lumber — one board or train load.
Special attention to mines, camps and brush orders.

50th Avenue, Old Town
P.O. Box 910
Yellowknife, NWT
X1A 2N7

Phone (403) 873-2742
Fax (403) 873- 3396
Telex No. 0345526

Sport North is You!

SPORT NORTH FEDERATION

Sport North is a non profit organization representing thirty territorial sport governing bodies. Sport North promotes and develops sport across the Northwest Territories. If there is a sport need or a problem, talk to us.

Sport North is also the territorial marketing organization for the Western Canadian Lottery. There are twenty-one retailers to serve you in communities throughout the North. Additional information can be obtained by contacting the Sport North office.

We're Your Organization

Located on the Ground Floor,
Precambrian Bldg.,
Yellowknife, N.W.T.
Mailing Address:
Box 336
Yellowknife, N.W.T. X1A 2N3
Telex 034-45528

Lottery Inquiries
(403) 873-8042
Sport & General Inquiries
(403) 873-3032
FAX (403) 920-4047
1 (800) 661-0797

Apprenticeship Training Assistance

Objective:
To assist northern businesses to employ apprentices for training as certified journeymen in the designated trades of the N.W.T.

Eligible Employers:
Northwest Territories employers registered or eligible for registration under the Government of the Northwest Territories Business Incentive Policy.

Eligible Employees:
Northern residents of at least one year and who meet the employment requirements under the Northwest Territories Apprentices and Tradesmen's Certification Act.

Training:
Full-time employment and training in Apprenticeship Programs, ranging from one to four years, which combine on-site training and experience under the supervision of a certified journeyman, with courses at educational institutions.

Financial Assistance:
Wages cost shared by the GNWT with employers

- 1st year, 50% of salary to a weekly maximum of $250.
- 2nd year, 40% of salary to a weekly maximum of $200.
- 3rd year, 30% of salary to a weekly maximum of $150.
- Financial assistance while attending theory training at educational institutions is available from Employment and Immigration Canada.

For more information, contact:
Employment and Apprenticeship Programs
Advanced Education
979-4797
Iqaluit

Northwest Territories EDUCATION

Johnson's

ᐃᓕᓴᓕ
ᓯᓇᑲᔨᑕᓂᕐᓂᓕᒃ ᓀᒪᑕᐅᓂ

"ᐱᓕᕆᓂᖏᓪᓕᓕᒫᑦ ᑲᓇᑕᑦ ᐅᑭᐅᖅᑕᖅᑐᙱᓐᓂ 27ᖏᓪᓗᓂᒃ
ᐊᕐᕋᖅᓂᒃ ᐱᐅᓇᖏᓪᓕᐊᓂᒃ ᐃᓕᓴᕐᓂᒃ"

ᐃᓕᓴᓂᐅᑎᓂᖅᑐᒃ ᓴᓇᔨᕐᓂᓕᓴ

- ᑭᐊᓂᒃ
- ᓴᓗᑭᓂᒃ
- ᒥᓂᕐᓂᒃ
- ᐊᓂᕐᓂᒃ
- ᖃᐅᔨᓴᖅᑐᒃ
- ᓄᓇᕗᒻᒥᒃ
- ᓴᓇᓕᖅᑐᒃ
- ᖃᓄᐃᓕᖅᑐᒃ
- ᓂᖅᐸᐅᔭᕆᓪᓗ ᐃᓕᓴᕐᓂᒃ

ᐃᑲᔪᖅᑎᑎᔨᐅᔪᖅ ᐅᓄᓂᖏ

- MAKITA ᐅᐊᔨᒧᖅᑐᒃ ᓴᓇᖏᔭᓕᓴᕐᓂ
- DURACO ᐃᑲᓪᓕᓴᕐᓂ
- RSF ᑭᐱᓴᐅᓂᓕᓴᕐᓂ
- INDESTRO ᐅᐊᔨᒧᖅᑐᒃ ᓴᓇᖏᔭᓕᓴᕐᓂ

Benjamin Moore PAINTS

ᐊᒥᐊᓂᓕ
ᐃᓕᓴᕐᑎᑎᓂᒃ ᐅᓪᓗᐃᓂᒃ

ᖃᓄᐃᓕᓴᕐᓂᒃ ᐅᓪᓗᐃᓂᒃ ᐱᓕᕆᓂᖅᓴᖅᑐᒃ ᐊᑐᓂᒃ
ᓴᓇᓕᖅᑐᒃᑐᒃ ᐅᓪᓗᐃᓂᒃ ᐱᓕᕆᓂᖅᓴᖅᑐᒃ ᐃᓕᓴᕐᓂᒃ

ᐅᒃᑐᒃᑎᓕᕆᓂᖅ ᐱᓕᕆᓂᖅᓴᖅᑐᒃ ᐃᓕᓴᕐᓂᒃ ᐅᓪᓗᐃᓂᒃ
ᐃᓕᓴᕐᓂᒃ ᐅᓪᓗᐃᓂᒃ ᐱᓕᕆᓂᖅᓴᖅᑐᒃ ᐃᓕᓴᕐᓂᒃ

50th Avenue, Old Town
P.O. Box 910
Yellowknife, NWT
X1A 2N7

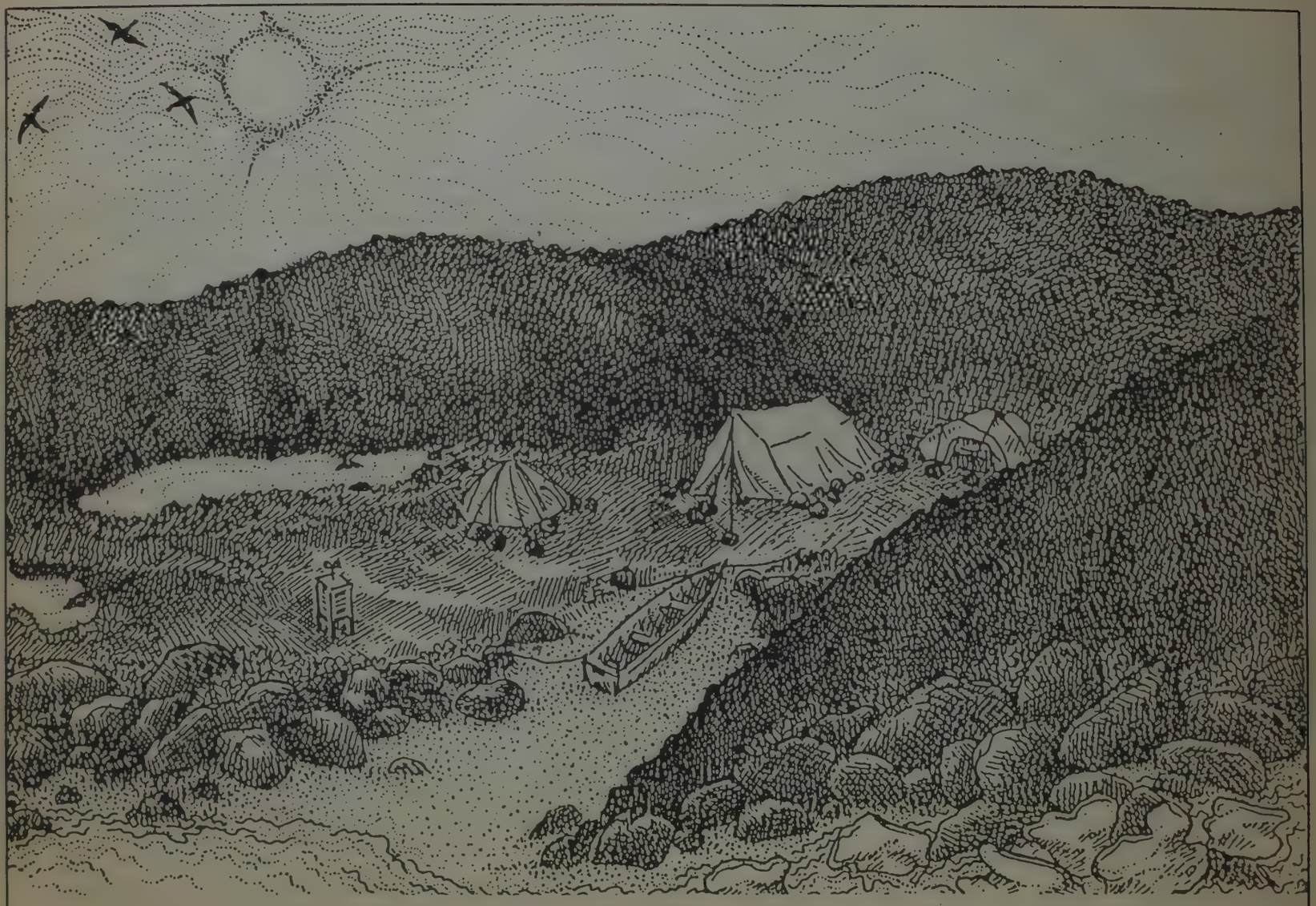
ᐅᖃᓕᓂᖅ (403) 873-2742
ᓴᓇᔨᓂᒃ (403) 873- 3396
ᐊᓯᐊᓂ ᓴᓇᔨᓂᒃ 0345526

ᓄᓇᕗᒻᒥ ᓯᓚᑖᓂᖓᓂᖅ

ᐅᐸᓗᖓᓚᐅᔨᐅᓚᖅ ᐃᓕᓐᓂᐊᕐᓇᖅᑐᒃ ᐃᖅᑲᓇᐃᔨᓂᒪᓕᒫᑦ

Inuktitut text

ᓄᓇᕗᒻᒥ ᐊᑐᖅᑕᐅᓂᐅᔨᖅ ᐱᓕᕆᓂᕐᐳᓚᕐᓂᓂᕐᒧᑦ ᐱᑭᖅᓯᓚᕐᓂᖓᓄᖅ ᑕᒪᓐᓇᐅᔭᓕᖅ ᐱᓕᕆᓂᖅᓴᖅᑐᒃ ᐅᖃᓕᓂᖅ ᓄᓇᕗᒻᒥᒃ ᐊᑐᖅᑕᐅᓂᖅᑐᒥᒃ ᓄᓇᕗᒻᒥᒃ ᐊᑐᖅᑕᐅᓂᖅᑐᒥᒃ ᐃᓕᓴᕐᓂ



The Department of Indian Affairs and Northern Development (DIAND) has a number of programs to initiate, encourage and support economic development for northerners, both native and non-native. Take a look at what we've got to offer you, your organization and your community.

The **Northern Affairs Program** manages the non-renewable resources of the Northwest Territories.

The **Economic Development and Northern Affairs Benefits division** handles the implementation to the Economic Development Agreement (EDA) which, through six new sub-agreements, provides assistance for the development of business, natural and human resources in the N.W.T.

In July 1987, the EDA was expanded and the mining, arts and crafts, economic planning, tourism, and small business sub-agreements were added to the renewable resources sub-agreement which was part of the former EDA.

The Economic Development and Northern Benefits division can also assist you by providing analysis of mineral exploration, resource development, and exploration.

If you are a prospector, rock mineral collector or involved or interested in the mineral industry, our officers in the **Geology division** can give you advice on economic geology and other general geological matters. As well, in cooperation with the N.W.T. Chamber of Mines and the Geological Survey of Canada, our Geology division sponsors, each year, the Yellowknife Geoscience Forum which brings industry, academic and industry geoscientists, prospectors and entrepreneurs together to discuss recent happenings in the N.W.T. geology mining and mineral exploration.

The **Mining Lands division** regulates the disposition, maintenance and tenure of subsurface mineral rights. If you wish to prospect minerals or coal or undertake a placer mining operation, you go to this office to file claims or for advice on mining matters. Prospecting permits are issued by this division on February 1 of each year. These provide the permittee with exclusive exploration rights to certain areas of the N.W.T. for periods of three to five years depending on location.

The **Canada Oil and Gas Lands Administration (COGLA)** regulates petroleum and natural gas development north of the 60th parallel. Its prime objective is to encourage the vigorous and responsible exploration, development and production of oil and gas on frontier lands while ensuring Canadians gain full and fair access to socio-economic benfits arising from oil and gas activity.

Through its regional office in Yellowknife, COGLA issues permits for oil and gas exploration, development and production on the northern mainland, in the Beaufort Sea and the Arctic Islands.

The District Offices and staff members are also available to provide you with information on Land and Water Management Programs; detailed requirements and documented information can be obtained on regulatory procedures and requirements related to land disposition, licensing, quarrying activities, water use, etc...

Indian and Northern Affairs Canada

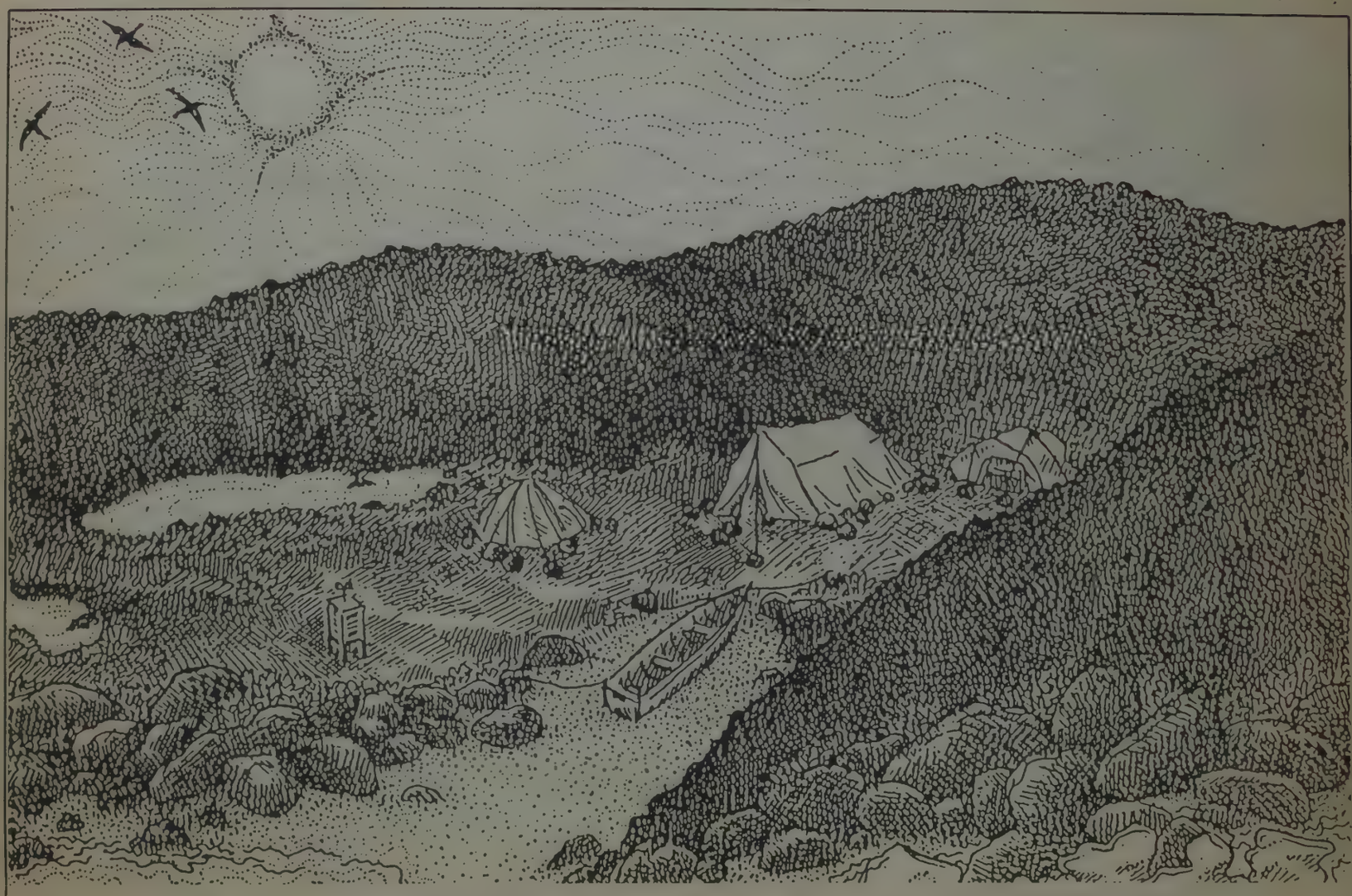
DIAND

For Further Information Contact:

J.M. Andy Theriault
DIAND District Manager
Baffin District
P.O. Box 100, Iqaluit, N.W.T.
X0A 0H0 1 (819) 979–4405

Dennis Trudeau
DIAND District Manager
Keewatin District
P.O. Box 129, Rankin Inlet, N.W.T.
X0C 0G0 1 (819) 979–2831

DIAND Northern Affairs Program
Regional Headquarters,
N.W.T. Region
P.O. Box 1500, Yellowknife, N.W.T.
X1A 2R1 1 (403) 920–8110



ᐃᓄᓕᓵᔨᖏᓐᓄᑦ ᑲᓴᒪᓂ (ᑕᐃᒫᑦᑦ) ᐃᑲᔪᖅᑐᐃᔨᑎᓂᒃ ᐊᑦᓯᕐᓂᖅᑐᓂᒃ ᐱᑕᖃᖅᑎᑕᑐᑎᓇᓱᐊᕈᑎᓂᒃ, ᐱᓕᕆᓂᑎᑎᓇᓱᐊᕈᑎᓂᒃ, ᑲᔪᓯᑎᑎᓇᓱᐊᕈᑎᓂᓪᓗ ᒪᑭᒪᓇᓱᐊᕈᑎᓂᒃ ᐅᑭᐅᖅᑕᖅᑐᑎᐅᓄᑦ, ᑕᒪᐃᓐᓄᑦ ᖃᓄᐃᓐᓄᑦᖃᖅᑐᓂᓪᓗ. ᖃᑎᒌᓕᐅᓵᑦ ᖃᓄᐃᑐᓂᒃ ᐃᑲᔪᑎᖃᕐᓂᖅᓯᒪᔭᑦᑕ, ᐃᓕᓴᐃᓂ, ᑲᑐᔾᔨᓂᒃ ᐊᑐᓂᓗᓂ.

ᑲᓇᒪᔭᖅᑐᓂᒃ ᐊᑐᖅᑕᐅᔪᓐᓇᖅᑐᑦ ᐱᓕᕆᓂᑎᑎᓇᓱᐊᕈᑎᓂᒃ, ᐅᑉᓯᓂᒃ ᑲᑎᒪᔨᐅᑉᓯᓂᒃ, ᐅᓪᓚᕆᐊᖃᖅᑐᓂᒃ ᐱᖓᓱᐊᕈᑎᓂᒃ ᐊᑐᖅᑕᐅᔪᓐᓇᖅᑐᑦ ᐃᓚᖓᔪᒪᓂᖅ

ᐅᑭᐅᖅᑕᖅᑐᑦ

ᑭᓇᐅᔭᑦ ᐊᑐᖅᑕᐅᖅᑕᑦᑕᕐᓂᖅᑎᑦ ᖃᖅᓯᓇᓱᑦ ᓄᓇᖅᓱᓕᑐᓄ

ᓂᐅᐃᕐᖃᓇᓄᑦ

ᐸᓂᕐ Δᖅᑭᕐ ᑎᑎᕐᑕ

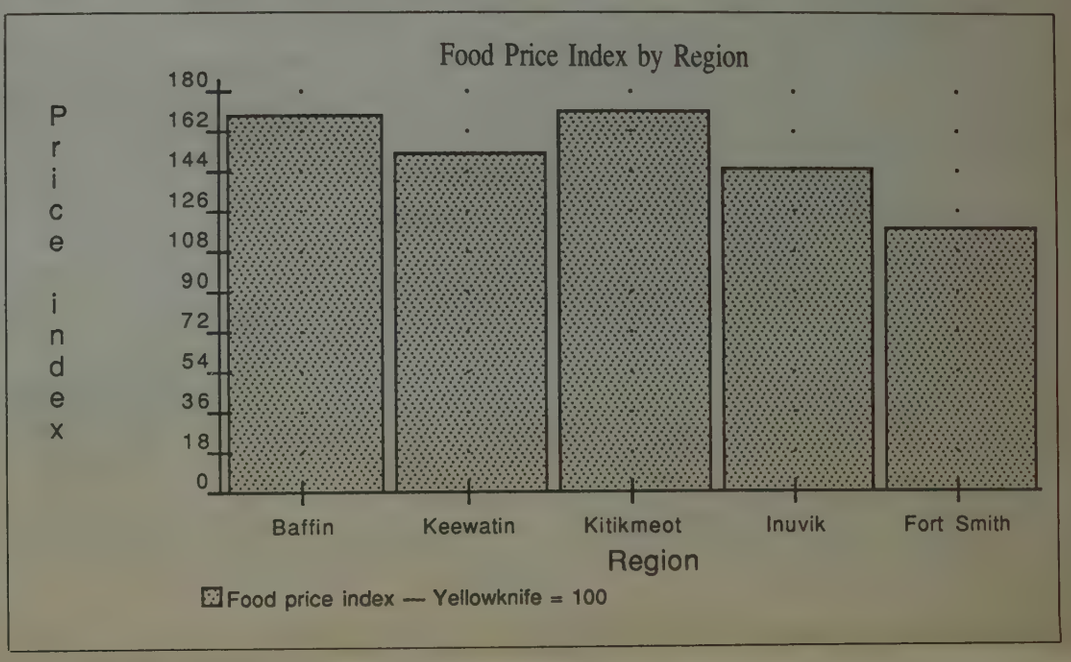
Gilles Turenne, ᓇᒥᓂᖅᑎᐅᓂᖅ Lachines Marché Turenneᒥᓂ, ᓂᐅᐃᐊᖅᓴᓂᑦ ᐅᑭᐅᖅᑕᐅᑕᑐᐅᓄᑦ ᐱᑎᑎᖅᑕᑦᓂᓄᓕᓪᓗᑐᖅ ᐊᕐᕌᒍᓂᑦ 20ᓂᑦ. ᐅᖅᓯᐅᓂᐅᖅ ᖃᑭᖅᑕᖅᑐᐅᓄᑦ ᐊᖏᓴᖅᓯᐊᐅᑎᖅ ᓂᐅᓂᑦ ᓂᐅᐃᐊᖅᑎᑎᖅᖢᖅᑎᑦᓂᖅᑐᑦ. ᐅᖅᓯᐅᑎᕐᓂᖅ ᑕᐅᑐᓯᐅᑐᐅᖅ ᐊᒥᓱᑦ ᑲᑦᓴᓇᑦ ᓄᓇᖅᓱᓕᑐᖅ ᐊᖏᓴᖅᓯᐊᐅᑎᖅᑐᑦ ᐱᓕᕐᓂᖅᑐᓕᖅᑐᖅ ᓂᖅᑐᐃᓐᓇᖅᑐᓕᖅᑐᖅ. ᐅᖅᓯᐅᑎᕐᓂᖅ

90ᐳᓴᖏᓂᒍᖅ ᓇᒥᓂᖅ

ᐱᓇᐅᔭᓕᕐᓂᖅᖏᓐᓄᖅ ᐱᓕᕐᓂᐊᓂᖅᓴᖅ ᐅᑭᐅᖅᑕᖅᑐᐅᓄᑦ ᐅᑭᐅᖅᑕᖅᑐᐅᓄᑦ ᐊᒥᓱᑦ ᐊᖏᓂᑕᐅ ᑕᐃᒪᓐᓇ ᐱᓇᐊᖅᑐᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ, ᐱᔭᕐᓂᖅᓴᖅᑕᕐᓂᖅᑎᑦᓂ ᖃᑭᖅᑕᖅᑐᐅᓄᑦ ᑲᑎᕐᓂᖅᑐᑦ 500 ᐅᖅᓯᒪᓂᑦᑕ ᖃᑭᖅᑕᖅᑐᐅᑦᑕ.

ᑐᓴᐅ ᐅᖅᓯᐅᑎᕐᓂᖅ ᐊᖅᑭᔪᐃᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓱᒪᓕᐅᑎᓄᑦ

ᐅᑭᐅᖅᑕᖅᑐᑦᑕ—48



ᐃᓕᓴᕐᓂᖅ ᓄᓇᖅᓱᓕᑐᓄᑦ ᐊᑐᖅᑕᐅᖅᑕᑦᑕᕐᓂᖅᑎᑦ ᓂᐅᐃᐊᖅᑎᑎᖅᑕᖅᑐᑦ ᐱᓕᕐᓂᐊᓂᖅᓴᖅ ᐊᑐᖅᑕᐅᖅᑕᑦᑕᕐᓂᖅᑎᑦ ᐊᖏᓂᑕᐅ ᑕᐃᒪᓐᓇ ᐱᓇᐊᖅᑐᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᔭᕐᓂᖅᓴᖅᑕᕐᓂᖅᑎᑦᓂ ᖃᑭᖅᑕᖅᑐᐅᓄᑦ ᐊᖏᓴᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᓕᕐᓂᖅᑐᓕᖅᑐᖅ ᓂᖅᑐᐃᓐᓇᖅᑐᓕᖅᑐᖅ. ᐅᖅᓯᐅᑎᕐᓂᖅ

ᐸᓂᕐ ᐅᖅᓯᐅᑎᕐᓂᖅ ᐊᖅᑭᔪᐃᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓱᒪᓕᐅᑎᓄᑦ

ᐅᑭᐅᖅᑕᖅᑐᑦᑕ—48

ᐸᓂᕐ—ᖃᓂᓪᓗᓂᑦ ᓄᓇᖅᓱᓂᑦ ᓂᐅᐃᓕᖅᑎᑦ ᓂᕆᓂᑲ ᐊᓚᒪᓗ ᐊᓯᖏᓐᓂᑲ ᐱᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᐃᑲᔪᕐᓂᖅᑕᖅᑐᑦᑕᖅᑎᑦᓂᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᓇᒥᓂᖅ ᐱᓇᐅᔭᓕᕐᓂᖅᑎᐅᓂᖅᓴᖅᑕᐅᓄᑦ, ᐊᒥᓱᑦ ᓂᐅᐃᐊᖅᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐃᓕᓴᕐᓂᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐊᓚᒪᓗ ᐊᑭᓐᓄᑦᓯᓂᖅᑐᓂᖅᑐᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᔭᕐᓂᖅᓴᖅᑕᕐᓂᖅᑎᑦᓂ ᐅᑭᐅᖅᑕᖅᑐᐅᓄᑦ ᐊᖏᓴᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᓕᕐᓂᖅᑐᓕᖅᑐᖅ ᓂᖅᑐᐃᓐᓇᖅᑐᓕᖅᑐᖅ. ᐅᖅᓯᐅᑎᕐᓂᖅ

ᐸᓂᕐ ᐅᖅᓯᐅᑎᕐᓂᖅ ᐊᖅᑭᔪᐃᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓱᒪᓕᐅᑎᓄᑦ

ᐅᑭᐅᖅᑕᖅᑐᑦᑕ—48

ᐸᓂᕐ—ᖃᓂᓪᓗᓂᑦ ᓄᓇᖅᓱᓂᑦ ᓂᐅᐃᓕᖅᑎᑦ ᓂᕆᓂᑲ ᐊᓚᒪᓗ ᐊᓯᖏᓐᓂᑲ ᐱᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᐃᑲᔪᕐᓂᖅᑕᖅᑐᑦᑕᖅᑎᑦᓂᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᓇᒥᓂᖅ ᐱᓇᐅᔭᓕᕐᓂᖅᑎᐅᓂᖅᓴᖅᑕᐅᓄᑦ, ᐊᒥᓱᑦ ᓂᐅᐃᐊᖅᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐃᓕᓴᕐᓂᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐊᓚᒪᓗ ᐊᑭᓐᓄᑦᓯᓂᖅᑐᓂᖅᑐᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᓕᕐᓂᖅᑐᓕᖅᑐᖅ ᓂᖅᑐᐃᓐᓇᖅᑐᓕᖅᑐᖅ. ᐅᖅᓯᐅᑎᕐᓂᖅ

ᐸᓂᕐ ᐅᖅᓯᐅᑎᕐᓂᖅ ᐊᖅᑭᔪᐃᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓱᒪᓕᐅᑎᓄᑦ

ᐅᑭᐅᖅᑕᖅᑐᑦᑕ—48

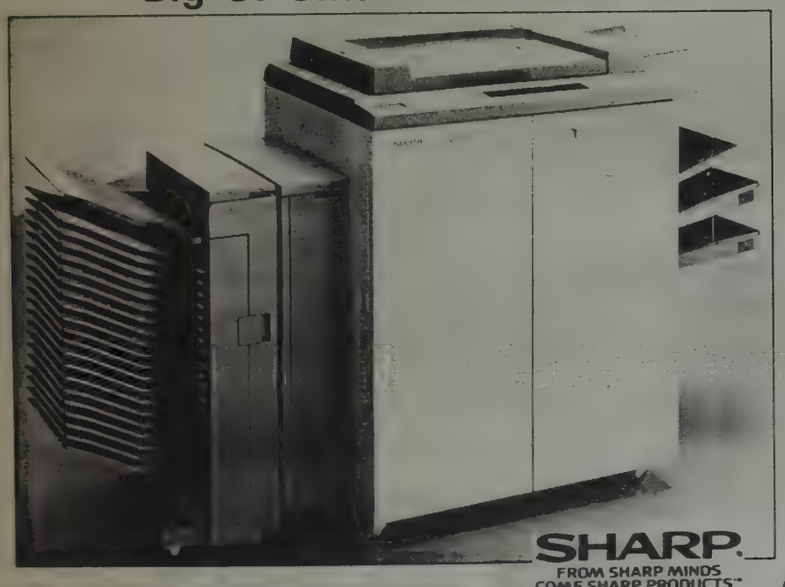
ᐸᓂᕐ—ᖃᓂᓪᓗᓂᑦ ᓄᓇᖅᓱᓂᑦ ᓂᐅᐃᓕᖅᑎᑦ ᓂᕆᓂᑲ ᐊᓚᒪᓗ ᐊᓯᖏᓐᓂᑲ ᐱᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᐃᑲᔪᕐᓂᖅᑕᖅᑐᑦᑕᖅᑎᑦᓂᑦ ᐅᑭᐅᖅᑕᖅᑐᑦᑕᐅᓄᑦ ᓇᒥᓂᖅ ᐱᓇᐅᔭᓕᕐᓂᖅᑎᐅᓂᖅᓴᖅᑕᐅᓄᑦ, ᐊᒥᓱᑦ ᓂᐅᐃᐊᖅᑎᑎᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐃᓕᓴᕐᓂᖅᑕᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐊᓚᒪᓗ ᐊᑭᓐᓄᑦᓯᓂᖅᑐᓂᖅᑐᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓯᐊᐅᑎᖅᑐᑦᑕᕐᓂᖅᑎᑦᓂ ᐱᓕᕐᓂᖅᑐᓕᖅᑐᖅ ᓂᖅᑐᐃᓐᓇᖅᑐᓕᖅᑐᖅ. ᐅᖅᓯᐅᑎᕐᓂᖅ

ᐸᓂᕐ ᐅᖅᓯᐅᑎᕐᓂᖅ ᐊᖅᑭᔪᐃᑦ ᐊᒥᓱᑦ ᐊᓂᔪᖅᓱᒪᓕᐅᑎᓄᑦ

ᐅᑭᐅᖅᑕᖅᑐᑦᑕ—48

HARVEY'S

Office Equipment Ltd.
—Big Or Small—We Have It!



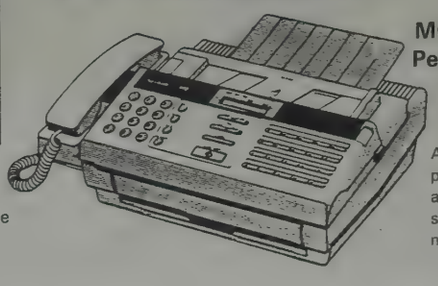
At Harvey's we have a full range of copiers for sale or lease. Come in today and pick your model. From the simple desktop models to the two side, collator copiers, we can provide the SHARP copier to fit your needs as well as backup service.

The largest, the most complete office equipment store in the Baffin...that's Harvey's.

From a to z we have it all.

- stationery
- office equipment supplies
- computer accessories
- copying and binding
- laminating services
- shredding
- FAX reception and transmission

A SHARP WAY TO COMMUNICATE.



FAX...
basic as your phone
MODEL FO-420 FACSIMILE
Personal Business Fax/Phone

A SHARP facsimile machine can transmit pictures, copy, diagrams, logos—in fact almost anything you can put on paper. As simple to use as a copy machine, these machines will handle your needs.

Come in for a demonstration

SALES & SERVICE TO THE ENTIRE BAFFIN

Building 609
P.O. Box 643

Iqaluit
NWT

Phone 979-5953
FAX 979-4388

MIKIM CONTRACTING LTD.

General Contracting Services

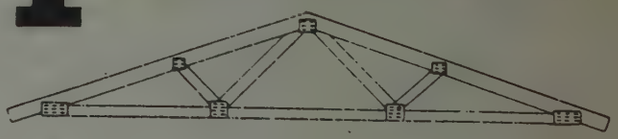
- new construction
- renovation
- remote site construction capacity

Other Services

- logistic and support services for group excursions, movie production or any project requiring specialized local knowledge and remote support
- guided winter snowmobile trips
- short haul boat rentals and guided tours.

MIKIM CONTRACTING LTD.
Tom Webster, Kim Woodroofe, Johny Mikijuk
P.O. Box 760, Iqaluit, NWT
(819) 979-6747

FROBUILD CONSTRUCTION LTD.



Materials when you want them where you want them.

- Building Materials
- Roof & Floor Trusses
- Fibreglass Products
- Windows
- Prefabricated Building Components.

You can depend on us to get all the materials you need to get the job done on schedule.
—We ship the entire Baffin—

FROBUILD CONSTRUCTION LTD.
MANUFACTURERS OF:
Pre-fabricated building components

Box 133, Iqaluit — Call 979-6800

WEBSTER — BELLEAU LIMITED

Residential Property Development

Sale or Lease of Residential Units throughout the Baffin

call Jaques Belleau (819) 979-6800

Family and One Bedroom Units available September 1989 in Iqaluit.

TRIGRAM DEVELOPMENT INC.

Commercial property Development and Leasing

TRIGRAM CENTRE
Baffin Divisional Board of Education
Canada Employment Centre
N.W.T. Housing Corporation.
Phone: (819) 979-5748
P.O. Box 760, Iqaluit, NWT, X0A 0H0

WEBSTER COMPANY LIMITED

-since 1973-
(formerly Baffin Kamutauyait Ltd.)

NUNAVUT BUILDING
917

OFFICE SPACE FOR
Business and Professional Services

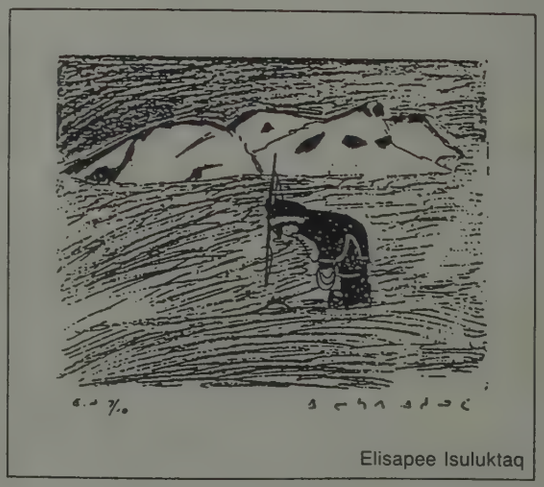
- Baffin Regional Council
- Baffin Regional Inuit Association
- Qiqiqtaluq Development Corporation
- Tungavik Federation of Nunavut
- Baffin Tourism Association
- Makay and Partners
- Datarctic Information Systems
- Frobuild Construction Ltee.
- Mikim Contracting Limited

Phone: (819) 979-5748
P.O. Box 760, Iqaluit, NWT X0A 0H0

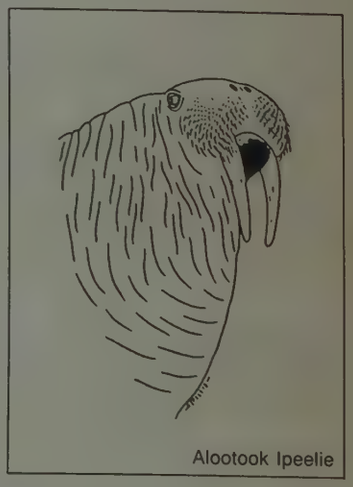
Celina Ivviraq

Iqaluit Fine Arts Studio Ltd.

Visit our gallery for one of the best collections of Inuit arts and crafts in the Eastern Arctic.



Elisapee Isuluktaq



Alootook Ipeelie

As consultants and appraisers of Inuit art Thomas and Helen Webster have worked with many institutions and private collections, both in selecting new pieces and appraising existing ones. Both are actively involved in the community in the arts and culture field. Iqaluit Fine Arts Studio provides a venue for individual artists as well as one man and group shows including an annual showing of tapestries from the world reknowned Pangnirtung Weave Centre.

Carvings in Ivory, Antler, and Stone

- Prints
- Tapestries
- Original Paintings
- Jewellery

Museum Quality

Fine Art Framing Services Available.

Iqaluit
Fine Arts Studio Ltd.

—serving Iqaluit for 20 years—

Summer Season
Monday through Saturday
1:00 pm to 5:00 pm

Winter Season
By Appointment Only

586 Qulanni Rd.
Phone: 5748

arts induvik canada inc.

We are very interested in purchasing arts and crafts of all types and sizes throughout the NWT.

We are also interested in obtaining buyers in several Keewatin and Kitikmeot communities.

PLEASE CALL: THOMAS WEBSTER
(819) 979-5748 call collect during business hours
(819) 979-6747 leave message for return call

BOX 760
IQALUIT, NWT
X0A 0H0

WHOLESALE DISTRIBUTORS INUIT ART

Offering to Galleries a full range of select sculptures and museum quality collectors' pieces in stone, ivory, antler and whalebone by well-known and young Inuit sculptors.

SCULPTURES,
PRINTS, DRAWINGS,
WALL HANGINGS

Main Office George Tutsch
3465 Cote des Neiges, Suite 10
MONTREAL, Quebec H2H 1T7
FAX 514-931-3876 (514) 931-3553

Toronto Showroom - Al Fenton, 185 Spadina Ave., Suite 613
TORONTO, Ont. M5T 2C6 (416) 593-5042

West - Reg Flemming, 90 Bonnymuir Drive
WEST VANCOUVER, B.C. V7S 1L2 (604) 929-9662

ᓪᓗᑎᓪᓗᒍᑦ ᐊᓯᔾᔨᓂᒪᓗᐅᓕᐅᕐᓂᑦ ᐊᒥᓯᔾᔨᕐᓴᓪᓕᐅᕐᓂᖓᓄᑦ ᐱᓕᒪᖅᑕᕐᓂᑦ ᑕᒪᐃᓄᖅ ᑐᓴᕐᓄᑦ. "ᐃᓄᐃᑦ ᐱᓕᒪᖅᑕᕐᓂᑦ ᑕᒪᐃᓄᖅ Kentucky Fried Chicken, McDonald's and Dunkin Donuts," ᐅᖃᓕᐅᒥᔪᖅ ᑕᒪᖏᒃᓴᑦ ᐱᑕᖅᑭᓇᖅᓯᒪᓕᑕ ᐅᑭᐅᕐᓂᖓᓂᒃ ᑲᓇᓇᓄᓂᑦ. ᑐᓴᐅ ᐅᖃᓕᐅᒥᔪᖅ ᓂᐅᐃᖅᑐᑎᓂᖅᓯᒪᔪᓄᑦ ᐱᖅᓯᕐᓂᕐᒥᓂᑦ.

ᔪᓐ Diener, ᓇᖏᒥᓂᖅᓴᓄ Saslove's Meat Market ᐊᑐᕈᒥᑦ, ᐱᔨᑎᕆᖅᓯᕐᓂᑐᐃᓄ 150ᓂᑦ ᐅᑭᐅᕐᑕᑐᒥᓂᑦ, ᐃᖅᓗᖏᑎᐅᓂᑦ. ᐅᖅᓯᒪᓴᓄ 20ᓂᑦ 25ᓂᑦ ᐱᓇᓱᐊᓱᓄ ᐊᑕᐅᓱᓄ ᐊᐅᓪᓚᖅᑎᑎᖅᓯᕐᓂᑐᓄ ᐅᑭᐅᕐᓂᑐᑐᒥᓂᑦ. Lᓐᓇᕆᔨᒪᓕᐅᓴᐃᓄ ᐱᒋᓕᐅᓴᓄ fax machinesᒥᓗ ᐊᓯᓇᐃᓐᓂᓴᓇᐅᓕᓪᓕᒍᑐᒍ ᑕᒪᓕᑕ ᐊᑭᓐᓂᓴᓇᐅᓕᖅᑐᓂ. ᔭᕆᓚᐃ ᐱᔨᑎᕆᖅᓯᕐᓂᑐᑐᒥᓂᑦ ᑐᓴᕐᓄᑦ ᐃᓚᖓᓂᑦ ᐅᑭᐅᕐᓂᑐᑐᒥᓂᑦ. ᐃᓕᓴᕐᓂᑦ ᐅᑭᐅᕐᓂᑐᑐᒥᓂᑦ ᐊᑐᕈᒥᑦ ᐊᑐᕈᒥᑦ ᐊᐅᓪᓚᖅᑎᑎᖅᓯᕐᓂᑐᓄ

NORTHERN
dollars in southern markets

by Janice Edgar

OTTAWA—Although southern stores that supply food and other goods to northern families pose no threat to northern businesses, many consumers don't realize that buying in the North is better for the northern economy. Time and money are often the reasons northerners buy from southern suppliers—products can be purchased quickly and more cheaply, and often, there is more selection.

But John Bens, general manager of Arctic Ventures (a retail outlet in Iqaluit), says northerners don't always consider the fact that the money spent in the south stays in the south. He says buying from northern stores increases the northern tax in-take and has positive spin-offs for the community.

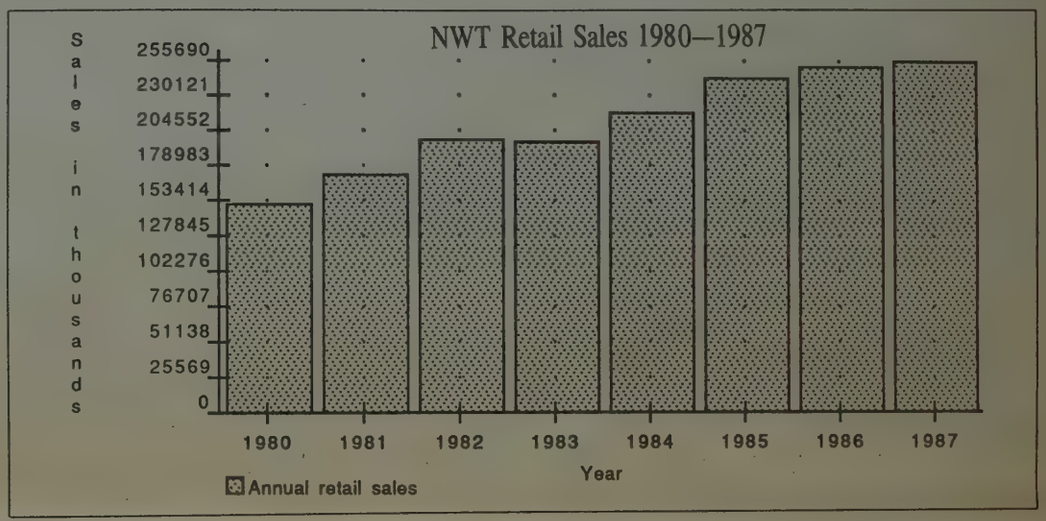
Bens admits it often costs northerners "slightly more" to buy locally, but, he adds, "buying in the North helps the North." Bens says it is much more costly to present a product on the shelf in Iqaluit than it is to present that same item on a shelf in the south. "Our costs are higher. For example, we have to house staff while operating to make a living," says Bens. However, Bens admits that time (and money) is often the reason for buying from southern suppliers.

Gilles Turenne, owner of Lachine's Marche Turenne, has been shipping goods to the North for the past 20 years. He claims to be "the Baffin's oldest grocer" and says he has watched many southern companies come and go in the competition to serve northerners. He says over 90 percent of his business transactions are with northerners and although competition is increasing, he services more than 500 Baffin residents.

Turenne says one of the many changes he has noticed over the years is an increase in the demands for 'fast food' products. "People want service for things like Kentucky Fried Chicken, McDonald's and Dunkin' Donuts," he says. Most of these items are unavailable in the Eastern Arctic. Turenne says he will go out and get just about anything his clients request.

John Diener, owner of Saslove's Meat Market in Ottawa, services about 150 northern clients, mainly in Iqaluit. He says that means about 20 to 25 weekly shipments to the North. He recently installed a 'fax' machine to make it easier and cheaper for northern customers to relay their orders. Saslove's has been servicing people in the North for about three years and

NORTHERN—50



MAKE YOUR MOVE...
to MS-DOS

Put your business in the 21st century.

We can help you choose the system that meets your needs.

Tandy 1000TL: MS-DOS computer for small business. Features 80286 processor, 8MHZ speed, 640K memory, built-in 3-1/2" 720K disk drive, MS-DOS 3.3/GW-Basic/Deskmate in ROM, and 5 expansion slots. Internal expansion with 720K, 360K, floppy drives, 20MB or 40MB hard disk cards. CGA graphics, parallel and serial ports included.....CAT.# 25-1601

Tandy 1400LT: For the businessperson on the go. Portable laptop with 768K memory, supertwist backlit LCD display, 2 built-in 3-1/2" disk drives (20MB hard disk available). MS-DOS 3.2/GW-Basic included. Unit weighs only 14 lbs! Uses rechargeable battery pack.....CAT# 25-3500

Tandy 3000NL: The affordable business solution. Use as a workgroup hub or stand-alone unit. Features 80286 processor (16BIT) 10MHZ speed, built-in 3-1/2" 1.144MB drive, 4 front panel device slots, 7 expansion slots, memory expandable to 16MB. OS/2 ready for the next generation in software.....CAT# 25-4072

DMP-440 dot matrix printer: Delivers superior speed and quality for all your business needs. Prints up to 300 cps, 132 column. IBM® PC compatible. With built-in tractor.. .....CAT# 26-2808

DMP-2120 dot matrix printer: A high-speed dot matrix printer for demanding business applications. 24-wire print head prints ± x °CPS in 132 columns. "Zero" tear tractor eliminates paper waste. 4-color ribbon and font editing package options available.....CAT# 26-2811

Bedford Software: The easy to use intergrated accounting software for small business. Automatic posting between G/L, and A/R, A/P, payroll, inventory, and job-cost. Your financial statements are as current as the last entry...CAT# 25-8250

IBM is a registered trademark of International Business Machines Corp

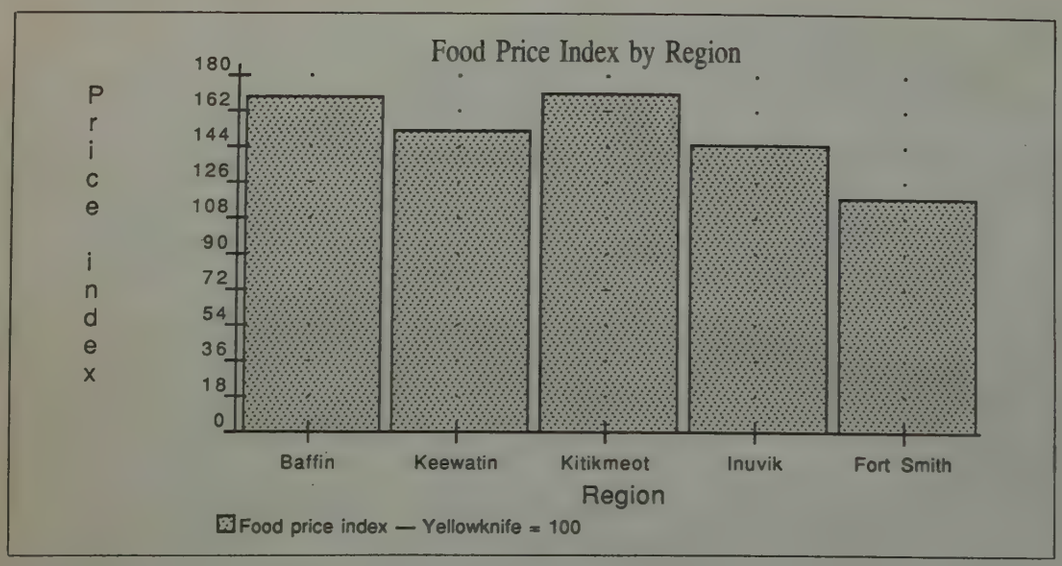
TANDY/Radio Shack DIVISION ⊕ INTERTAN CANADA LTD

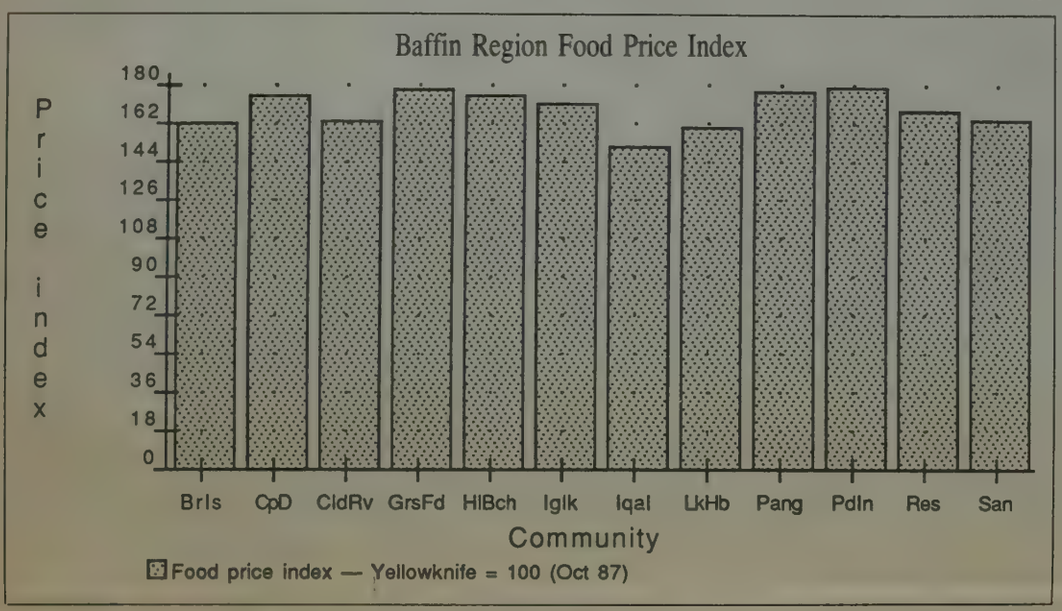
AUTHORIZED DEALER: **ARCTIC VENTURES**

Keewatin Customers...next flight delivery to Rankin Inlet

VISA

PHONE: 979-4233





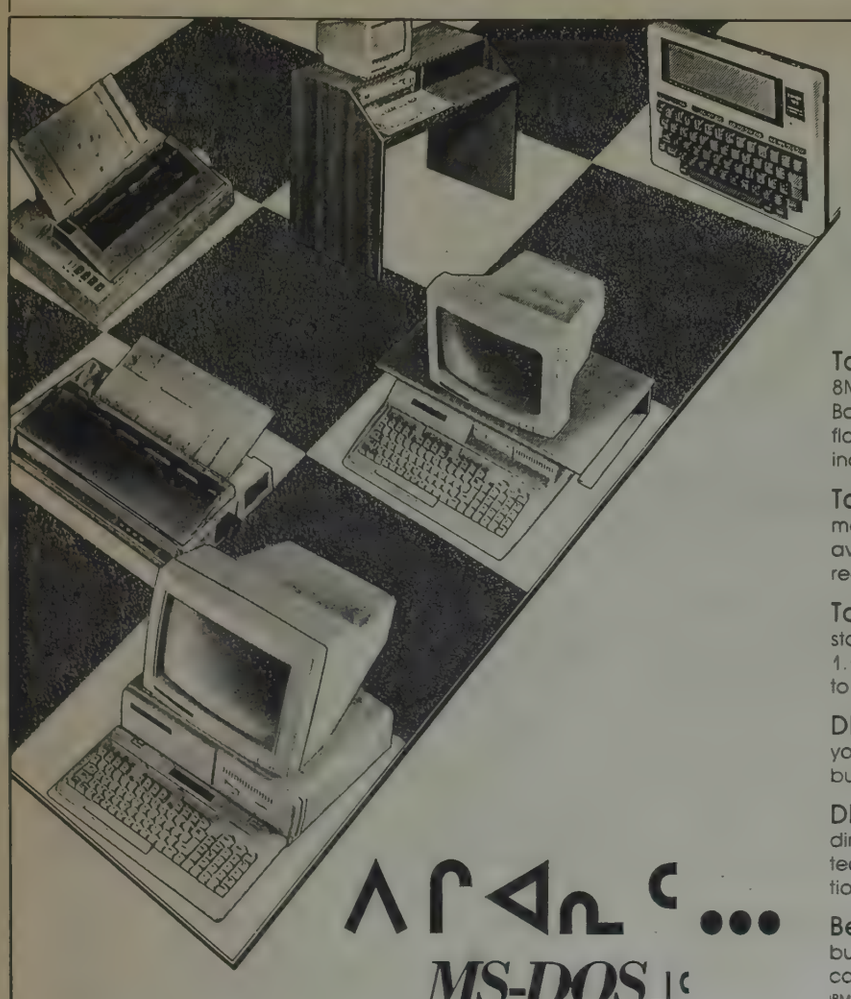
Diener says it has become a "major part of the business." He says customers tell him they like the service, the quality and the prices.

Northerners order more than groceries from the south. Serge D'aoust, owner of Valleyfield's Marche D'aoust says his business has increased in the North because he will ship goods from stores like Canadian Tire and Consumers' Distributing to his northern clients. "Three years ago we started with Canadian Tire and about eight months ago with Consumers'. We'll go to speciality shops, too," says D'aoust.

D'aoust says the number of northern customers he serves is on the rise and he thinks it will continue to grow. "We started ten years ago with about 30 customers, now we deal with over 100," he says. The installation of a 'fax' machine four years ago has made service more efficient and quicker, he says. "It's the speedy delivery that makes the difference in customer satisfaction," says D'aoust, adding "You make the order and most of the time you get it the next day."

Where possible, Bens tries to buy locally, but sometimes it just isn't feasible. "Even ourselves, as a retail store, we buy in the south because the supply is not available here or a northern supplier can't get it quick enough. It's simply impossible to buy everything in the North." But the money at least stays in the North, he adds."We help in the community by donating to local groups like the Scouts."

While northerners often complain about the amount of northern dollars flowing south, the bottom line seems to be customer satisfaction. Until northern businesses offer the goods, services and prices available from the south, a difficult, if not impossible task, northern bucks will continue to line the pockets of southern business people.



ᓇᖅᑎᓂᓴᐃᑦ ᐃᖃᓗᐃᓴᖅᓱᐃᑦ ᐅᑦᓗᑎᐅᓪᓗᖅᑐᖅ
21ᑎᓴᖅᓯᓂᓄ ᐄᐊᓂᓇᓪᓕᓪᓗᖅᑕᖅᓯᓂᓄᑦ ᐊᖏᖁᒍᒪᑦ
ᓄᑖᖅᓚᐊᖅᑎᒍᑦ.

ᐃᓕᓴᕐᓇᖅᑐᒍᑦ ᐃᓕᓴᕐᓂᓄ ᓂᕈᐊᖅᑎᓪᓗᓂ ᖃᓄᐃᑐᓂᓄ
ᐱᓴᓚᖅᖁᓚᖅᑎᓴᕐᓂᓄ ᐃᖃᓗᐃᓴᕈᑎᖅᑲᓴᕐᓂᓄ.

Tandy 1000TL: MS-DOS computer for small business. Features 80286 processor, 8MHZ speed, 640K memory, built-in 3-1/2" 720K disk drive, MS-DOS 3.3/GW-Basic/Deskmate in ROM, and 5 expansion slots. Internal expansion with 720K, 360K, floppy drives, 20MB or 40MB hard disk cards. CGA graphics, parallel and serial ports included.....CAT.# 25-1601

Tandy 1400LT: For the businessperson on the go. Portable laptop with 768K memory, supertwist backlit LCD display, 2 built-in 3-1/2" disk drives (20MB hard disk available). MS-DOS 3.2/GW-Basic included. Unit weighs only 14 lbs! Uses rechargeable battery pack.....CAT# 25-3500

Tandy 3000NL: The affordable business solution. Use as a workgroup hub or stand-alone unit. Features 80286 processor (16BIT) 10MHZ speed, built-in 3-1/2" 1.144MB drive, 4 front panel device slots, 7 expansion slots, memory expandable to 16MB. OS/2 ready for the next generation in software.....CAT# 25-4072

DMP-440 dot matrix printer: Delivers superior speed and quality for all your business needs. Prints up to 300 cps, 132 column. IBM® PC compatible. With built-in tractor.. .....CAT# 26-2808

DMP-2120 dot matrix printer: A high-speed dot matrix printer for demanding business applications. 24-wire print head prints ± × °CPS in 132 columns. "Zero" tear tractor eliminates paper waste. 4-color ribbon and font editing package options available.....CAT# 26-2811

Bedford Software: The easy to use intergrated accounting software for small business. Automatic posting between G/L, and A/R, A/P, payroll, inventory, and job-cost. Your financial statements are as current as the last entry...CAT# 25-8250

IBM is a registered trademark of International Business Machines Corp

ᐱᒋᐊᓗᒃ...

MS-DOSᓕᒃ

TANDY/Radio Shack DIVISION OF INTERTAN CANADA LTD

AUTHORIZED DEALER: **ARCTIC VENTURES**

ᑭᓵᓕᐊᖏᑎᐅᑕᐃᑦ ᓂᐅᐃᕈᒪᓵᑦ...ᖃᖓᑕᔪᖃᖅᖃᓵᓂᑐᐊᖅᑕᓪᓚᑦ ᖃᖓᑎᖅᓱᓂᓴᒪᑦ ᑎᑭᑕᐅᓂᐊᖅᑐᑦ

ᐅᖃᓕᑦ: 979-4233

BAFFIN'S
low buck air service
by Janice Edgar

IQALUIT—"In the past sixteen or seventeen years we've come from the stone age to the jet age," comments Iqaluit businessman Rudy Lidstone about the kind of progress being made in air transportation in the Baffin Region.

He and other business people agree the region is getting more, better and cheaper service than ever before, and that change is saving people and businesses time and money.

Jacques Belleau, owner of Frobuild Construction in Iqaluit, says airline competition has made doing business in Baffin easier and cheaper. " You're not held at gunpoint now," says Belleau, referring to the north-south monopoly held by CP/Nordair until about three years ago. "There are ways to make deals now. It's a more sensible way of doing business."

Belleau brings in goods by air more now than in the past because it's cheaper. But four years ago when he wanted to ship a filing cabinet the airline charged him by volume and it cost him about $300. Now, he could fly the same cabinet to Iqaluit for about one-third of the original cost based on its weight.

At one time, CP/Nordair was the only carrier linking Iqaluit to southern destinations. Now, two airlines—First Air and Canadian Airlines

Nunatsiaq News file photo

The airport in Igloolik.

International (formerly CP/Nordair)—offer direct service south to Montreal and Ottawa. A trip to Ottawa used to mean a stop in Montreal. Now you can fly directly to Ottawa in about two and a half hours, six days a week at about half the price of what it cost three years ago.

Lidstone says these changes have had a positive impact on his business. "First Air's service and competition on the southern route has saved us money in more ways than one. Before, when travelling to see suppliers, I had to travel to Montreal and stay in a hotel because I couldn't always connect to where I was going. The reduction in hotel, restaurant and tax bills amounts to a hell of a lot for businesses," says Lidstone.

Lidstone provides general contracting services to Baffin communities and he says improved regional air service is saving him money, too. "This year we worked in Cape Dorset, Pond Inlet, Igloolik and Clyde River. You can pretty well gear yourself to do the work between scheduled flights. In the past, we'd be stuck for weeks in some of the communities paying hotel bills and the men's down-time, " he remarks.

Belleau says increased air service west to Yellowknife is also providing options. "Last April when I went to the chamber of commerce meeting there, I paid nearly sixteen hundred dollars for my ticket at regular airfare. I can get there now for about half that." He adds that "you can even get a weekend package for $699 including airfare and four days at the hotel. A hotel alone is more than a hundred dollars a night in Yellowknife."

Today, people can even consider shipping goods from Yellowknife to Iqaluit—something that was unthinkable in the past because of the high cost and poor service.

BAFFIN'S—54

PEOPLE ARE OUR BUSINESS

CalmAir
Canadian Partner

From **Winnipeg** to **Thompson** to **Churchill** to **Rankin Inlet** to **Repulse Bay** and beyond. *CALM AIR* offers more regular scheduled and charter service in this area of Canada than any other regional carrier. Government people, business people, tourists and residents use our service for their travel and cargo needs.

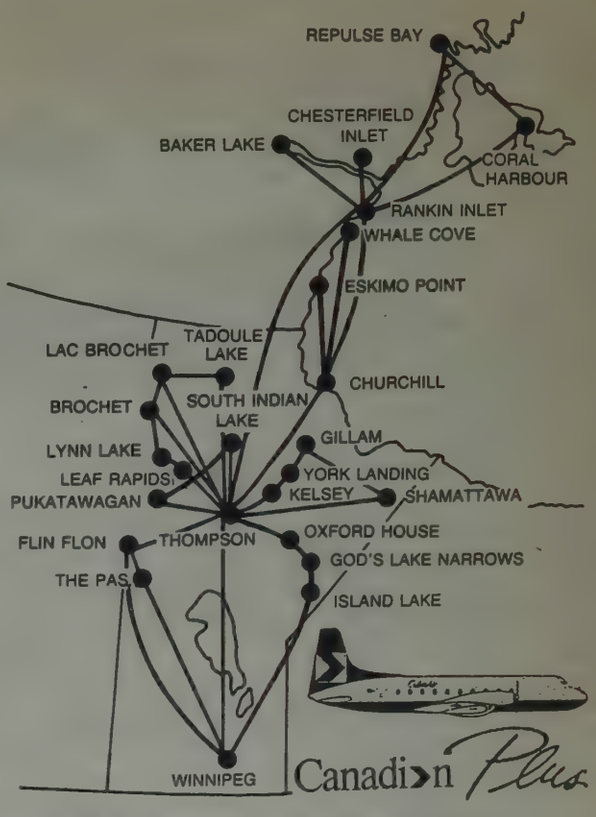
Plus every time you fly *CALM AIR* you qualify for Travel Points in the **Canadian Plus Frequent Flyer Program.** It's a simple way to earn free trips sooner to your favorite places!

CALM AIR connects with Canadian Airlines to destinations all over Canada and the World!

Call your *CALM AIR* office or see your travel agent for full details and complete schedules.

CALM AIR INTERNATIONAL LTD.
60 Seal Road, Thompson, Manitoba, R8N 1S4

connecting flights to Winnipeg



THOMPSON 1-204-778-6471

CHURCHILL 1-204-675-8858

RANKIN INLET 1-819-645-2746

Calm Air Flights Connect With Canadian Airlines Routes Worldwide

ᒥᑭᒪ
ᑲᓇᑐᖏᖅᑕᐅᖏᓕᕐᓂᑦ
ᓕᒫᑦ

ᓯᓇᑐᐃᓇᖅᓄᑦ ᑲᓇᑐᖏᖅᑕᐅᖏᓕᕐᓂᒪᒍᑦ
ᐱᔪᓕᔾᔨᑎᑦ

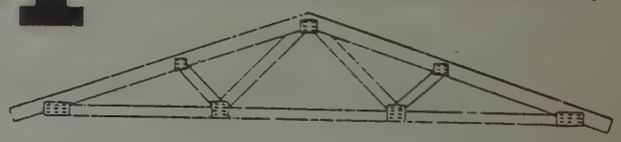
- ᓄᑦᖃᓂᒃ ᐃᓕᓴᓂᐅᖏᓂᒪᒥᒃ
- ᓄᑦᑭᖅᓇᐊᖏᑎᓕᔾᔨᖏᑦᒥᒃ
- ᓄᓇᓕᐅᕐᓴ ᐅᖃᐅᔾᔨᖏᖅᓂᒃ ᐃᓕᓴᓂᐅᖏᓂᒪᒥᒃ

ᐊᔾᔨᖏᑦ ᐱᔪᓕᔾᔨᑎᑦ

- ᑭᓱᖏᑐᐃᓂᖏᒃ ᐊᒪᒪᓗ ᐃᑲᔪᖏᓂᖏᒃ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ ᑲᑐᔪᖏᑎᒋᓂᒃ ᐊᐅᓕᓴᕐᓂᖏᑦᑕᐅᔪᓂᒃ, ᑕᕐᓇᔪᖏᓂᒃ ᑕᐃᓕᐱᐅᔪᐃᔪᐅᔪᓂᒃ ᐅᓂᒡᓗ ᓇᓕᔾᔨᓂᐅᓂᐃᓇᖅᓄᑦ ᐱᓇᔪᐊᖏᖅᑕᐅᔪᓄᑦ ᓄᓇᓕᒪᒥ ᖃᐅᔨᒪᔪᐅᑭᐅᓇᓂᒃ ᐊᒪᒪᓗ ᓄᓇᓕᓪᒪᒍᒃ ᐅᖃᐅᓕᑕᐅᓂᒃ ᐃᑲᔪᖏᓂᒪᒥᒃ
- ᑲᒪᔨᖏᑦᓗᓂᒃ ᐅᑭᐅᖃᓕᑦ ᑲᒧᑕᐅᔨᖏᑦ ᐊᐅᓚᑦᑎᓕᕐᓂᖏᓂᖅ
- ᖃᓄᑕᐅᓂᒃ ᖃᐅᔨᓴᖏᓂᒃ ᐊᑐᑕᐊᑎᓕᕐᓂᖏᑦᒥᒃ ᐊᒪᒪᓗ ᐊᐅᓚᕐᓂᖏᔨᖏᓗᓂᒃ ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐊᐅᔨᖏᑦ

MIKIM CONTRACTING LTD.
Tom Webster, Kim Woodroofe, Johny Mikijuk
P.O. Box 760, Iqaluit, NWT
(819) 979-6747

FROBUILD
CONSTRUCTION LTD.



ᐃᓕᓴᕐᓂᒃ ᖃᐅᖅᑕᐃᓇᖅᓇᖅ
ᑭᓇᖅᓯᒪᓕᕐᓂᐹᖅᓴᒃ
ᓇᒧᑐᐃᓇᖅᓇᖅ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ

- ᐃᓕᓴᒧᑦ ᐃᓕᓴᕐᓇᐃᑦ
- ᖃᓄᒧᑦ ᓇᑎᖏᒧᓐᓂ ᐊᑕᑕᑎᑦ
- ᐃᑭᐊᖅᑎᓕᕐᓂᔾᔪᐃᑦ ᓯᓇᑐᐃᓇᖅᓄᑦ ᓄᓇᓕᒪᒥ
- ᐃᑲᓚᑦ
- ᐊᖅᑭᑭᓯᓇᖅᓇᐃᑦ ᐃᓕᓴᐅᔪᖏᖏᒧᒧᑦ ᐃᓕᓴᕐᓇᐃᑦ

ᐅᓪᓗᑎᒃ ᓄᓕᒫᖅᑐᐃᓇᖅᓇᖅ
ᑭᓇᖅᓯᒪᓕᕐᓂᐹᖅᓴᒃ
ᐃᓕᓴᕐᓇᐃᑦ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ

ᐅᓪᓗᑎᒃ ᓄᓕᒫᖅᑐᐃᓇᖅᓇᖅ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ
ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐃᓕᓴᕐᓇᐃᑦ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ
ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐃᓕᓴᕐᓇᐃᑦ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ

FROBUILD
CONSTRUCTION LTD.
MANUFACTURERS OF:
Pre-fabricated building components

Box 133, Iqaluit ᐅᖃᓕᑦᑐᐃ 979-6800

ᖃᐃᑦᑐ—ᐱᓗ ᓕᒫᑦ

ᐃᓕᓴᕐᓇᖅᓄᖏᓂᒪᒍᑦ ᐱᓕᕐᓂᐊᓂᖏᓂᒪᓂᑦ

ᓂᐅᕐᐃᐊᓂᓕᒃ ᐅᓕᓐᓂ
ᐊᑐᑎᐊᖅᓂᓕᒃ ᐃᓕᓴᓂ
ᖁᑭᖅᑕᓂᓕᒥ

ᐅᖃᓕᑦᑐᐃ ᖁᓕᒃ
ᐱᓗ (819)
979-6800ᒧᑦ

ᐃᓕᒋᓂᑦ ᐊᒪᓚᓗ ᐊᑕᐅᓂᖅᑎᒃ ᐃᓕᓴᕐᓇᓕᒪᒥᒃ
ᐃᓕᓴᓂᒃ ᐊᑐᐃᓇᑎᑕᖃᓕᑎᑐᑎᒃ ᓂᑎᓯᓕᓐ
1989ᖃᓄᑕᖅᑕ ᐃᖃᓗᓐᓂ

ᑕᐃᒪᐃᓐᓇᖅᑐᑦ
ᑲᑎᒪᔨᖏᑦᑕᐅᓂᒃ ᐊᐅᓚᕐᓂᖏᓂᒪᒍᑦ

ᐊᑐᑎᐊᖅᓄᖏᓂᒪᓂᑦ ᓇᓕᒫᖅᑐᓂᒃ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ ᐊᐅᓚᕐᓂᖏᓂᒪᒍᑦ ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐃᓕᓴᐅᔪᓕᐊᔪᕐᓂᑦ ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ ᐊᐅᓚᕐᓂᖏᑦᑕᐅᔪᓂᒃ

ᑕᕐᓇᐃᓐᓇᖅᑐᑦ
ᖁᑭᖅᑕᓂᓕᒥ ᐃᓕᓐᓂᐊᑎᑕᐅᓚᓕᕐᓂᖅᓄᑦ ᑲᑎᒪᔨᖏᑦᑕᐅᔪᓂᒃ
ᑲᓇᑕᒥ ᐃᓅᖅᑲᓇᕐᓂᐅᑭᖅᑎᓂᒃ
ᓄᓇᕐᓂᐊᖅᑎᒥ ᐃᓕᓴᐅᔪᓂᕐᓂᕐᓂᖅᓄᑦ
Phone: (819) 979-5748
P.O. Box 760, Iqaluit, NWT, X0A 0H0

ᖃᐃᑦᑐ
ᑲᓇᑕᓂ ᓕᒫᑦ

—ᐱᑎᐊᓕᐅᖅᓱᓇᖅᓄᑦ 1973ᒥ—
(ᖁᑭᖅᑕᓂᒃᓴᓂᒥ ᖃᓄᑕᐅᔾᔨᐃᓕᐅᖅᓱᓇᖅᓄᑦ)
ᓄᓇᕗᑦ ᐃᓕᓴ 917
ᐊᓕᓚᐅᖃᖅᓯᒪᒃ
ᓇᓕᒫᓂᖃᖅᑐᓂᒃ ᐊᒪᓚᓗ ᐃᖅᑲᓇᐃᔾᔨᖅᑕᐅᓄᑦ ᐱᔪᓕᔾᔨᓂᒪᒍᑦ

- -ᖁᑭᖅᑕᓂᓕᒫᑎᐅᑦ ᑲᑎᒪᔨᖏᑦᑕ ᑲᑎᒪᔨᖏᓕᕐᓂᐊᖏᑦᑕ
- -ᖁᑭᖅᑕᓂᓕᒫᓂ ᐃᓄᐃᑦ ᑲᑐᔪᖏᑎᒋᖏᑦᑕ
- -ᖁᑭᖅᑕᓂᓕᒫᓂ ᐱᓕᕐᓂᐊᓂᓕᒫᓂᕐᓂᑦ ᔨᐊᓪᓚᓂᔪᓂ
- -ᑐᖏᓚᐃᓕᑦ ᑲᑐᔪᖏᑎᒋᖏᑦᑕ ᓄᓇᕗᒪᒥ
- -ᖁᑭᖅᑕᓂᓕᒫᓂ ᓴᓇᕐᓂᑐᐃᓇᓕᒫᓂᕐᓂᑦ ᑲᑐᔪᖏᑎᒋᖏᑦᑕ
- -ᒪᓕᐃᓕᐃᓕᑦ ᐸᑦᓴᐃᓕᑦ
- -ᐅᑭᐅᖅᑕᖅᑐᒥ ᖃᓚᔪᐅᑐᓂᓕᑦ
- -ᑐᑭᐃᐅᑦᑦ ᐃᓕᓴᐅᔪᓂᒪᒍᑦ
- -ᒥᑭ ᑲᑎᒪᔨᖏᑦᑕᐅᓂᒃ ᓕᒫᑦ

Phone: (819) 979-5748
P.O. Box 760, Iqaluit, NWT X0A 0H0

ᓯᓚᓇ ᐃᐃᕐᓂᖅ

ᐃᖅᑲᓇᐅ ᓴᓇᖅᔭᒍᑎᒋᔭᖅᑐᖅᓴᒃ

ᐊᓯᓚᐊᓯᔪᒻᒪᓕ ᑕᒪᔨᓴᖅᑎᐃᓇᖅᓄᑦ ᐱᐅᓂᒋᔭᖅᑕᐅᔪᓕᒃ ᓄᐊᕐᓂᖅ ᐃᓄᐃᑦ ᓴᓇᖅᔭᒍᑎᖏᖅᓂᖅ ᒥᑎᓂᖅᓄᑦ ᐅᑭᐅᖅᑕᕐᒪᑦ ᑲᓇᖅᓴᖏᓂ.

ᐃᓚᓴᐃ ᐃᓕᓴᕐᓂ

ᐊᓂᔪᓂᖅ ᐊᐃᑉᓯ

ᐅᖃᖅᑐᓂᒃᑯᑦ ᐊᒻᒪᓗ ᐊᐱᖅᓯᐅᓚᐅᖅᑕᓂᑦᑎᓄᑦ ᐃᓄᐃᑦ ᓴᓇᖅᔭᒍᑎᖏᖅᓂᖅ ᑕᒪᓐᓇᖅᑐᑦ ᐊᒥᐊᓂᖅ ᐅᑎᖅᑕᐅᓂᖅ ᐊᒻᒪᓗ ᐅᖃᖅᑐᓂᒃᑯᑦ ᐃᓚᖓᔪᖅᑐᑦ ᐊᒻᒪᓗ ᐊᐱᖅᓯᐅᓚᐅᖅᑕᓂᑦᑎᓄᑦ ᓴᓇᐸᓂᖅᓯᒪᔪᖅ. ᑕᒪᒃᑯᓗ ᐱᓇᓱᐃᑕᐅᓂᖅᓯᒪᓂᖅᓄᑦ ᓴᓇᖅᔭᒍᑎᖏᖅᓂᖅ ᐊᒻᒪᓗ ᐃᓕᓴᕐᓂᖅᓄᑦ. ᐃᖅᑲᓇᐃᑦ ᓴᓇᖅᔭᒍᑎᖏᖅᓂᖅᓄᑦ ᐃᓕᓴᕐᓂᖅᓄᑦ ᐊᒻᒪᓗ ᐃᓄᐃᑦ ᐊᐱᖅᓯᐅᓚᐅᖅᑕᓂᑦᑎ

The changes in Baffin transportation services have had a positive affect on the tourism industry, too.

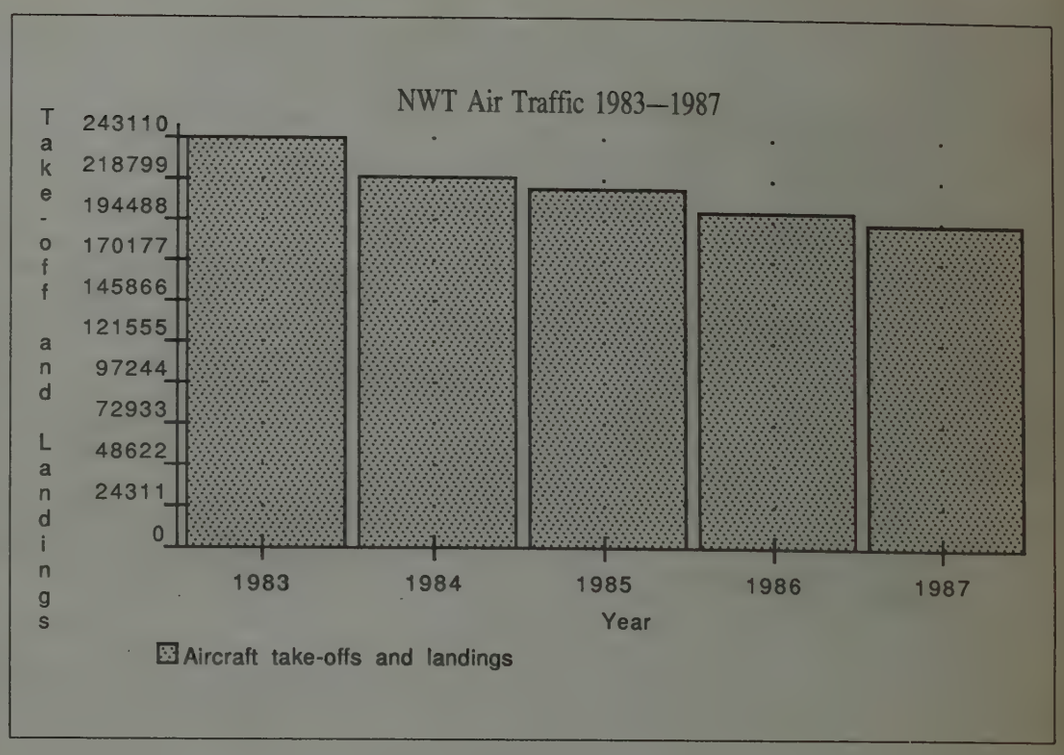
Frank Pearce, executive director of the Baffin Tourism Association, says cheaper and better air service has "very definitely" affected tourism. First Air's links to Boston allows Americans to spring up North for a day, and Pearce says this has helped to make Baffin a travel destination for Americans. New routes to the West have also increased access to new markets...and cheaper rates.

Cheri Kinnear, tour operator and manager of Canada North Travel, says she thinks the increased tourism in the region is directly related to the cut in airfares and the increased frequency of flights. But she thinks it has also had an impact on the type of tourists travelling to the region. "The price is in line with what people are willing to pay. But it's a different spread of clientele now," she says. "Before, only people with major bucks travelled. People who look for lower-priced packages aren't going to leave as much money behind."

But the cheaper rates and increased service aren't making everyone happy.

"Cheaper fares mean more work and less money," says Kinnear. She opened her travel agency four years ago with a full-time staff of two. Although she has since hired two more full-time staff, she says the increased business has not translated into increased profit.

"An increase in travel is a good idea but the people travelling are paying less and we receive a percentage of what they pay. One full-fare ticket is the price of two seat-sale tickets," she notes, adding that it takes her and her staff more time and effort to find seat sales.



Jens Lyberth, owner of Goliger's travel in Iqaluit, reports similar findings. "Lower travel costs have been positive for our clientele. Fares are lower and people can afford to travel more."

Although ticket sales at Goliger's have almost doubled in the past year, Lyberth says the lower fares could have a negative effect on his business if they continue. "But we're not complaining. It works both ways—on the one hand we sell more tickets, but on the other hand, each ticket is cheaper."

Increased airline competition is also developing in the Keewatin. Northwest Territorial Airlines and First Air are now competing on the Iqaluit/Rankin Inlet/Yellowknife route and there are now five carriers licenced to service Keewatin communities. Increased competition in the Keewatin may result in benefits similar to those Baffin business people are experiencing, but some say it is still too early to tell.

ᐃᓄᐃᑦ ᐃᖃᓗᐃᑦᑐᖃᖅᑐᓕᕆᓂᖅ

CalmAir
Canadian Partner

ᐅᐃᓂᐱᖏᑦ ᑕᓪᓕᓐᓇᑦ, ᓄᓇᕗᑦᓇᑦ ᑭᖑᓂᖓᓂᑦ
ᓇᐅᔨᓴᓂ ᐅᖃᒐᓱᓐᓂᒃ ᑲᓐᓂ ᐃᐅᑲᓂ
ᐊᒥᓕᓂᖅᓴᓂᒃ ᖃᖅᑕᑕᓂᐅᔪᓂᒃ ᖃᐅᑕᒪᖅ
ᐃᖑᕐᖃᖅᑕᕐᑐᑦ ᓴᑕᓂᓐᓇ ᖃᖅᑕᑕᓂᐅᔪᓂᒃ
ᐊᑐᐃᓇᐅᔪᓂ ᑕᒪᓂ ᑲᓇᑕᒥ, ᐊᓕᓪᓚᖑᑕ

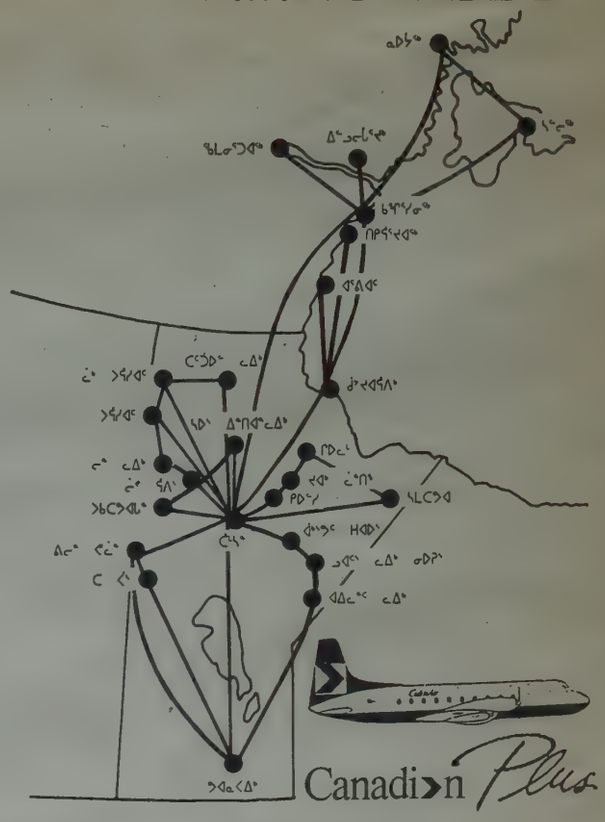
ᓴᓂᐊᓐ ᐊᐅᓪᓛᖅᑎᑦᓂᓗ. ᑲᓱᒪᓴᓂ ᐃᓄᖓᑎᖏᑦ, ᓇᖏᑦᓂᖃᖅᑐᐃᑦ ᐃᓄᐃᑦ, ᓂᐅᑭᔪᑦ, ᐊᒻᒪᓗ
ᓄᓇᖃᖅᑐᑦ ᐱᔨᑦᑎᕐᑎᑎᓂᒃ ᐊᑐᖅᓴᕐᑐᑦ ᐊᐅᓪᓛᒃᓴᖅᑎᓄᑦ ᐊᒻᒪᓗ ᐊᐅᓪᓚᑎᑦᓂᖃᖅᓴᖅᑎᓄᑦ.

ᐊᒻᒪᓗ ᑲᓪᓚ ᐃᐅᓵᓄᑦ ᖃᖅᑕᑕᓂᒋᓴᓂ, ᐊᐅᓚᓴᓂᒍ ᑲᑎᖅᓱᑭᓄᓇᖅᑕᑎᑦ ᐊᐅᓚᖃᖅᓴᓂᐅᓄᓇᓂᒃ
ᑐᓂᔨᐅᖃᖅᑕᓂᐅᔪᑦᑐᑎᑦ. ᑕᐃᒪᓐ ᐊᓂᓇᖅᑐᑐᒍᓐ ᐊᑭᖃᖅᑐᑐᑑᓂ ᖃᖅᑕᑕᓂᐅᔪᓂᒃ ᖃᖅᑕᑕᓂᐅᔪᓂᒃ ᖃᓄᐃᓕᓐᓂᒃ,
ᐅᒋᔪᒪᓂᖅᓴᓇᓵᔨᓴᓂ ᐊᐅᓚᖓᒪᒍᓐ.

ᑲᓪᓚ ᐃᐅᓵᓄᑦ ᐊᖏᔪᓱᖃᖅᑕᑐᑦ ᑲᓇᐃᑎᔨᓐ ᐃᐅᓚᐃᓕᓴᐅᓂᑦ ᐊᐅᓚᓴᐃᐅᓚᓂᒍᓐᓂᒃ ᑲᓇᑕᓚᒥ ᓚᓕᑐᑦ ᐊᐅᓚᓴᐃᐅᓚᓂᒍᓐᓂᒃ

ᐅᖃᓚᑦᓂ ᑲᓪᓚ ᐃᐅᓵᓄᑦ ᑎᑎᕐᐃᖃᓄᖅᓂᑦ ᐅᓴᔨᓂᑦ ᐊᐅᓚᖓᑎᑎᓂᔨᓗ ᖃᐅᔨᑎᓂᑎᐃᓕᓂᑎᐃᓕᓂᑦ ᖃᓇᐃᑐᕐᓂᖃᖅ
ᐊᒻᒪᓗ ᖃᓇᐃᑐᓂᒃ ᐃᖑᕐᓂᖅᓴᖅᑎᓄᖅ.

CALM AIR INTERNATIONAL LTD.
60 Seal Road, Thompson, Manitoba, R8N 1S4



ᑕᒪᓐᓇ
1-204-778-6471

ᓄᓇᕗᑦᓇᐃᖅᑲ
1-204-675-8858

ᑲᖏᕐᓂᓕᕆᖅ
1-819-645-2746

ᑲᓪᓚ ᐃᐅᓵᓄᑦ ᐊᖏᔪᓱᖃᖅᑕᑐᑦ ᑲᓇᐃᑎᔨᓐ
ᐃᐅᓕᐃᓴᓄᑦ ᐊᐅᓚᕐᓂᓕᔭᖏᓂᓴᓂ ᓂᓕᕐᔪᑦᑐᑦ

ᖃᑭᖃᓕᓂᖅ

ᑎᖅᑎᓗᒃᑯᑦ ᖃᖅᖢᒋᐊᕐᑕᐅᖅᑕᖅᑕᒋᐊᖅᑐᑦ ᐊᑭᑭᓕᓕᒫᖅᑐᑦ

ᐅᓂᐊ ᐃᖏᕐ ᑎᑎᕋᖅᑕᒃ

Δ ᖃᓄᐃᑦ—"ᐊᖏᕐᕕᐃᑦ 16 ᑲᓇᓚᖅᓴᒃ 17ᖃᓄᐃᑦ ᐊᓂᔪᓐᓇᒋᓕᖅᑎᓯᓗᑎᑦ ᓱᕐᓯᓚᐅᓂᖅᓴᖅ ᐱᒋᐊᖅᓄᑦᑕ ᓱᓕᔾᔪᑎᑦ ᑎᑎᕋᓱᐃᑦ ᐊᑐᓕᖅᑐᓄᑦ ᑎᑎᕐᓯᓄᑦᑕ." ᑕᐃᒪᓐᓇ ᐅᖃᓕᑐᖅᖃᖅ ᓇᖕᒥᓂᖅ ᐱᓕᕐᓂᐊᕐᓂᖅᑐᑦᑎᓪᓗ ᑭᖑᓪᓕᖅᑐᑦ ᖃᓄᖅ ᑎᑎᕋᓱᐃᑦ ᐊᑐᖅᑐᓴᖅᑭᑦ ᓄᓇᓕᖕᒥ ᐊᑐᖅᑐᓴᖅᑭᑦ ᓴᓇᔨᓴᖅᑭᑦ ᐃᓚᖓᑕᐅᓂᖅᓴᖅᑭᑦ ᐃᓄᐃᑦ ᐊᑐᖅᑐ

ᐱᓗ ᐅᖅᓯᐅᑎᒥᔪᖅ ᖃᓄᐃᒧᖓᐅᓂ ᖅᖓᑕᓂᐅᖅᓯᓕᕐᓂᕐᒥᓂ ᐅᓂᖅᓯᓂᐊᕐᓂᖅᓄᑦᓂᐅᕐᒪᖅ ᐊᖅᐅᓂᔨᓕᕐᓂᕐᑎᓪᓗᓈᑎᑦᑎᓂᖅ. "ᖃᐅᔨᓕᕐᓂ ᐊᐃᐱᓗᐅᓯᐅᕐᒥᑦ ᐅᖃᐅᓯᖅᑕᓗᐊᖅᓯᓯᓕᕐᓂᖅᓄᑦ ᐊᑐᓕᖅᖢᖅᑐᑦ ᐃᓕᓴᕐᓂᖅᓄᑦ ᐊᐅᓚᑦᑎᓂᖅᓄᑦ, ᐃᓕᓴᕐᓂᖅᓯᓕᕐᓂᖅᓄᑦ ᖃᓄᐃᒧᖓᐅᓂ $1,600-ᒥᑦ. ᒪᓐᓇᐅᔪᓂ ᓴᓪᓕᐊᓐᓇᓂᕐᒪᑦ ᐃᓕᓴᕐᓂᐊᓐᓇᓕᖅᖢᖅ." ᐅᖅᖃᖅᐅᓂᐅᕐᓂᕐᒪᖅ "ᐱᓇᓕᐊᓕᐅᑦ ᓄᖅᓯᐊᓂ ᐊᐅᓚᓕᐊᔪᐊᑦ ᐊᐃᓕᓴᕐᓇᓕᖅᖢᖅᑎᑦ $699-ᒥᑦ ᖃᖅᑎᑕᐃᓕᓴᕐᓂ ᓯᓚᑦᑕᐃᓕᕐᓂ ᓯᓚᑦᑕᓕᒫᑎᑦ ᐅᓂᒃᑳᓂ ᑎᑎᒪᓂ ᑕᒪᑦᑎ ᑲᑎᑦᓂᑦᑕ. ᓴᓇᓄᐃᒥᑦ ᓴᓚᓕᓂᓯᓂ ᐅᓂᒪᓂ ᐊᑐᕐᓯᓚᐅᑦᑎᓂᖅᓄᑦ ᐊᐃᓕᓴᕐᓂᐊᓐᓇᓕᖅᖢᖅᑎᑦ ᖃᖅᖃᖅᑐᓂᖅᓄᑦ $100.00 ᐅᖅᑕᓂ."

ᒪᓐᓇᐅᔪᖅᓯ ᑭᓯᓂᒪᑦᑐ ᑭᓪᑐᐃᓐᓇᓂᓄ ᑎᖅᑎᓪᓚᓯᓂ ᐊᐅᓂᓪᓴᖅᓄᓐᓇᓯᓂᑦ ᓴᓇᓄᐃᒥᑦ ᐃᓐᓇᕐᓂᖅᓄᑦᓂᐅᕐᓂᖅᓄᑦᑐᑎᓪᓗᒥ ᖃᖅᖃᖅᑐᓂᖅᓄᑦᓂᐅᕐᓂᖅᓄᑦ ᐊᐅᓚᓐᓇᖅᑐᖅᓄᑦᓂᐅᕐᓂᖅᓄᑦᑐᑦ

M & T ENTERPRISES

a Keewatin success story

by Jim Shirley

RANKIN INLET—It's no secret that establishing a business anywhere in the North is a different process. Northern businessmen and women must often put in 10 to 12 hours a day, seven days a week, but this does not surprise most northerners. It takes a lot of persistence and years of patience to make a business work. It also takes a certain amount of luck.

There is always the risk that your best efforts will amount to nothing if the economic circumstances are not in your favor. The high mortality rate particularly among new enterprises attests to the difficulties that must be overcome. Afer nine years of going through the exhausting and often frustrating process of making a business work, M & T Enterprises stands proudly as one of the Keewatin's most prestigious success stories.

M & T Enterprises is the proud achievement of two families—Ray and Angeline Mercer, and Peter and Melinda Tatty. Purchased almost 10 years ago from a local contractor, the business began as a simple three-vehicle freight and hauling operation with five employees. It has expanded over the years to become one of the major freight operations in the Keewatin. Both the Mercers and the Tattys can remember the early days and the difficult times spent learning the "ins and outs" of their trade. They can remember being on call 24 hours, unloading all

M & T ENTERPRISES—58

CIJD RECONDITIONMENT

We Make It Run Right!
We Make It Run Better!

Caterpillar International John Deere

Devoted To Northern Services

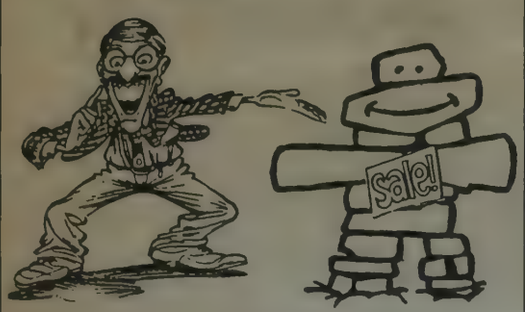
- specialists in transmissions, hydrostatic, engines, and attachments
- mobile mechanics for reconditioning equipment on sight
- mechanic-instructors, with official dealer courses, injection systems, hydrostatic, videos, slides, manuals: Caterpillar, International, John Deere, Honda, Toyota
- machine shop in Montreal for sea lift or air cargo expedition.

Wide Range of Services

- garage equipment
- specialized tools
- machine shop equipment
- representative for Tramac hydraulic rock breaker
- Cedarapids portable crusher plant, new and used
- Pro Lab lubrification, anti-friction, filtration products
- also provide refrigeration services

CIJD Reconditioning
Head Office: 1113 De Meulles
St. Bruno, Q.C. J3V 3A4
Tel: (514) 461-0873
Fax: (514) 441-1109

TRADING PLACES



There was a time when trading locally was enough to sustain a small business in the Northwest Territories, but today with increased competition from southern suppliers, the job of marketing is becoming more and more important.

That's why we offer the Trade Show Assistance Program. It's designed to help Northerners attend domestic or international trade shows in an effort to enhance NWT exports or import replacement.

If you are eligible, the Trade Show Assistance Program will pay as much as half the costs, to a maximum of $3,000 per business, for you to attend a trade show.

For more information, contact the Economic Development and Tourism office in your community.

Northwest Territories ECONOMIC DEVELOPMENT AND TOURISM

Sometimes the signs of a growing Economic Base are obvious...
New Buildings...new businesses...new people in your community.
But the support services for new industry must be there as well.

Communications, Electronics and Office Equipment Services

You know the names you can trust to provide the best in each...

MOTOROLA SPILSBURY COMMUNICATIONS LTD XEROX

We are proud to represent the quality products offered by these companies as well as our reputation for after-sale support and that's the difference!
Our qualified technicians and knowledgeable design and sales staff assist your growing business to get the best system for your budget.

TWO-WAY RADIOS, SECURITY SYSTEMS AND PAGING SERVICES

Thomas Associates Ltd.
Box 771, Iqaluit, N.W.T.
(819) 979-6979

SOMETHING *NEW*

Arctic Seal Leather

Exclusively from

Amiq
fine leathers

Retailers and Corporate Customers
Send for our new brochure.

CANADIAN ARCTIC SEAL

Amiq Leather, Nunasi Corp.,
280 Albert St., 9th Floor,
Ottawa, Ontario K1P 5G8
Canada

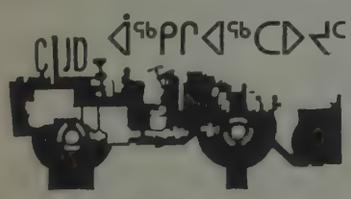
the freight by hand, going for extended periods of time without work, and struggling to get the proper financing. Many times they went without pay to ensure that their employees were paid. At that time there were only seven flights into Rankin Inlet per week. Peter and Ray reminisce about the times they had to work without a forklift. "In those days we used planks and a bunch of guys and ropes and we took heavy loads off by hand." Melinda says. "We could have built the pyramids."

They've watched their undertaking grow to the point where it nows owns 16 vehicles and employs 26 workers who often work around-the-clock shifts. One of the keys to their present strength has been the expansion of the Keewatin economy and the establishment of Rankin Inlet as a regional centre and primary transportation hub. Another important factor has been a close relationship with their employees. According to Peter Tatty, this is what makes M & T Enterprises unique among commercial enterprises in Rankin.

M & T has foremen responsible for various aspects of their operation. The employees themselves decide who is hired and the men look after their own hours. Ray Mercer adds "We're very flexible—they know what the schedules are and the men organize the shifts themselves. Everyone on our staff is important, and we try to make them feel important." When asked to define the strongest feature of the organization, Peter and Melinda Tatty respond without hesitation "Our crew. They're our strongest asset and our best publicity. We are a part of the community."

Peter Tatty and Ray Mercer know all too well that running a successful business also involves making a strong commitment and responsibility to the residents of the region. The company is one of the largest, private-sector employers of local residents. At various times they have played leadership roles in a variety of civic and commercial organizations. M & T also sponsors an annual curling bonspiel and a softball team. The plaques and awards they have received over the years reflect the appreciation Keewatin residents have for their contributions and efforts.

Tatty and Mercer agree that both Rankin Inlet and M & T Enterprises have great potential for expansion. But they hope Rankin's economy won't expand so quickly that, as Mercer says, the community itself is left "in a vacuum" because outside interests move in. Peter Tatty adds that he thinks Rankin's growth will be different that of Yellowknife's and Iqaluit's, "because the people in the communities are getting involved before growth hits us, before somebody comes in from the outside to start something."



ᐊᐅᓚᔪᓇᓕᖅᑎᔪᓐᓇᕐᓂᖅ ᓇᓴᑦᑐᒃ!
ᐊᐅᓚᔪᓇᓕᖅᑎᔪᓐᓇᕐᓂᖅ ᐱᐅᓂᖏᓴᐅᑦ!

Caterpillar International John Deere

ᑐᓴᖏᓪᓗᓂ ᐅᑭᐅᖅᑕᕐᑐᒃ ᐱᔭᕐᔪᓂᓕᒥᒃ

- ᐃᖅᓴᐃᔨᓂ ᓴᐱᑦᑕᐅᑎᓕᓂᒃ, ᐃᒪᑦᔪᖅᑐᓂ, ᐊᐅᓚᑕᑎᓂᒃ ᐋᒪᓗ ᐊᑕᕐᓂᒃ.
- ᐊᐅᓚᐅᓯᓗᓂ ᐋᖅᑭᑎᓚᖅᑐᑎᖅᑎᓯᕐᑐᑦ ᓯᓚᐅᔨᓂᒃ.
- ᐊᐅᓚᐅᓯᓗᓂᖏᑦ ᐃᓕᓴᐅᓂᓯᔨᓂ, ᓇᒥᓂᔪᖅᑎᓕᓂᒃ ᐃᓕᓴᐅᓯᓗᓂᓕᓂᒃ ᑕᓗᔨᐊᖏᔪᒪᓕᓂᒃ ᐋᒪᓗ ᐊᑐᐊᖅᓴᑦ: Caterpillar, International, John Deere, Honda, Toyotaᓂᒃ.
- ᐊᐅᓚᐅᓯᓗᓂᓕᒥ ᒪᓐᓇᐊᑎ ᐅᒥᐊᑦᓂᐊᓂᒃ ᐋᒪᓗ ᖃᖅᑕᓂᒃ ᐊᐅᓚᓐᓂᒃ ᑕᓐᓄᐊᖅᑐᑎᓂᕐᓂᖅ.

ᐊᒥᓱ ᐊᐳᑎᖏᑦᑐᑦ ᐱᔭᕐᓂᐅᓴᑦ

- ᓄᓇᓕᑎᖃᖅᑎᓗ ᓱᓇᓂᑦ
- ᐊᐳᑎᖏᑦᑐᓄᓪ ᓴᓇᖅᑎᑦ
- ᐊᐅᓚᐅᓯᓗᓂᓗ ᓱᓇᓂᑦ
- ᑭᒪᔭᑐᑎᖏᑦ Tramacᓂ ᐅᔭᕐᓂᒃ ᓯᓚᒪᓕᓂᔪᑦ
- Cedarapidsᓂ ᓯᖃᓐᓂᓕᒃ, ᓄᑦᑕᓂ ᐋᒪᓗ ᐊᑐᐊᒪᓂᒃ
- Pro Labᓂ ᐊᐢᓂᓚᖏᑦ ᐋᒪᓗ ᓴᓕᒪᔭᕐᑐᑎᓕᓚᓂᒃᓂᖏᑦ.
- ᓴᓂᖅᑎᐅᑎᓄᓪᓕᖅᓴᓂᒃ ᐱᔭᕐᓂᖃᖅᑕᕐᑎᓂᒃ

CIJD Reconditioning
Head Office: 1113 De Meulles
St. Bruno, Q.C. J3V 3A4
ᐅᖃᖅᑕᐅᑎᖅᓴᒃ: (514) 461-0873
ᓱᖃᑐᐃᓂᒃ: (514) 441-1109

ᐃᓕᓴᕐᓂᒃ ᑕᐃᔭᐅᓂᖅᓴᓂᒃ ᐊᒥᓱᓂᒃ ᓄᓇᓕᖕᓂᒃ ᓄᓇᓕᖕᓂᒃ ᓄᓇᓕᖕ

NORTHERN TAX CHANGES

On September 13, 1988, draft legislation to implement the Tax Reform proposals received Royal Assent. This completed a process that began in June 1987. Many of the rules have been in effect since January 1, 1988. Therefore, it is important that taxpayers understand these changes immediately.

The following is an outline of some of the rule changes and their effects on NWT residents. It is presented in a general nature and readers should not consider this to be an income tax opinion or advice.

Tax rates: Personal tax rates have been reduced for 1988 and subsequent years. The new combined federal and NWT rates for 1988 are as follows:

Taxable Income:	Marginal Rate
$0—$27,500	24.82 per cent
$27,501—$55,000	37.96 per cent
$55,001 and over	42.34% per cent

For individuals with a taxable income between $27,501 and $36,951, the marginal tax rate has actually increased when compared to the 1987 rates. The good news, however, is the increase is only 1.43 percent.

Based on the latest Revenue Canada taxation statistics, this range represents just under 20 percent of all returns filed.

Tax credits: All personal exemptions and the deductions have been converted to tax credits. The bad news here is that the conversions were made based on the lowest marginal rate of 24.82 per cent. For those who have taxable incomes in excess of $27,500, you have actually lost some tax advantage due to this change. You should check your 1988 guide carefully to see which of your deductions have been converted to tax credits.

Northern deduction: This is one deduction that had weathered the tax reform storm. It is still a deduction!!!

The only significant change in this provision will be that some of the qualifying areas south of the 60th parallel will no longer be qualified for 1988. A commission has been set up to review these regions. As mentioned, disqualification will only affect residents south of the 60th parallel so NWT residents will not be affected.

The northern deduction is made up of two components—travel and housing.

To qualify, the individual must have lived in a prescribed area (the entire NWT is a prescribed area) for at least six consecutive months, either beginning or ending during the year.

Available travel deductions cannot exceed the cost of two return economy airfares to the nearest designated city. If however, trips are made for the purpose of obtaining medical services unavailable in the locality in which the individual resides they may

TAX—60

TAKE A STAKE IN THE NORTHWEST TERRITORIES

Mining plays a lead role in developing the economy of the Northwest Territories. The industry is our largest private sector employer (2,100 jobs) with an annual payroll of over $116 million. The NWT Business Community has a 43% share of $168 million the NWT mining industry spends annually on goods and services. Studies indicate the North can further increase its share of these expenditures.

Exploration in the NWT continues to increase, with over $70 million spent in 1987. A number of promising new deposits have been discovered assuring the continued contribution of the industry to the Northern economy. Employment opportunities for Northerners will increase significantly as these deposits are brought into production.

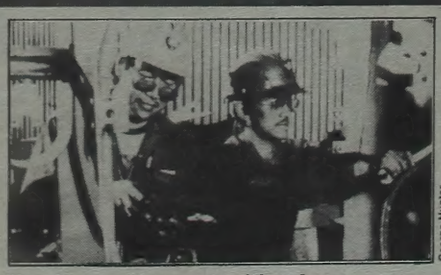
The Territorial Government signed a Mineral Development Agreement in 1987 with the Federal Government. This agreement will provide extensive geological research and improved information for the industry until 1991.

To learn more about the NWT mining industry, employment and business opportunities contact: The Northwest Territories Chamber of Mines, Box 2818, Yellowknife, NWT X1A 2R1.

Gary Garner

Lupin Mine, Echo Bay Mines Limited.

Honourable Nellie Cournoyea
Minister, Energy, Mines and Resources



George Hunter

Employment opportunities for Northerners in the mining industry.

Northwest Territories Energy, Mines and Resources

burdett-moulton architects & engineers ltd.

Energy Conservation and Project Management

P.O. Box 609,
Iqaluit, N.W.T.
X0A 0H0

Telephone (819) 979-6539
(819) 979-4244
Facsimile (819) 979-5711

REINDERS

Consulting Engineers
Planners
Project Managers
Coastal Engineering
Surveying
Airport Engineering

Reinders Northern Limited
P.O. Box 754,
Iqaluit, NWT., Canada X0A 0H0

(819) 979-4200
Fax: (819) 979-5711

Does anybody care about the NWT economy?

The Keewatin Chamber of Commerce cares. And we're trying to do something about it.

In March we invited business people from accross the Northwest Territories to join us in discussing the business climate needed to get our economy going.

We concluded that people and money are key requirements if the NWT economy is to progress.

Development of an educated, trained workforce, and access to pools of investment capital and two major initiatives required if we are to develop a business climate that encourages and fosters economic development. Other initiatives are outlined in a position paper prepared by the Keewatin Chamber of Commerce, entitled **Business initiatives for the 90s.**

To obtain a free copy, write or call:
Keewatin Chamber of Commerce,
P.O. Box 328, Rankin Inlet, N.W.T. X0C 0G0
Tel: (819) 645-2618 Fax: (819) 645-2320

KEEWATIN
Chamber of Commerce

burdett-moulton
architects
& engineers ltd.

ᑭᒪᒪᖅᑯᑎᓂᑲ ᐱᐅᖅᓯᐊᖅᓂᖅ
ᐊᒪᒪᓗ
ᐱᓇᓯᐊᖅᑕᕐᓂᑲ ᐊᐅᓪᓚᕐᓂᖅ

P.O. Box 609,
Iqaluit, N.W.T.
X0A 0H0

ᑲᖏᑐᑦ (819) 979-6539
(819) 979-4244
ᓱᕐᔪᑦ (819) 979-5711

be claimed as travel deductions. This deduction is only available if the travel benefits are included in income as taxable benefits by the employer.

The housing deduction is limited to $225 per month for the number of months the individual resides in a prescribed region. The deduction increases to $450 per month if the taxpayer maintains and resides in a self-contained domestic dwelling and no one else living in the dwelling claims a housing deduction.

Automobile expenses: Briefly, the rules in their final form are as follows:

Only the first $20,000 of the cost of a passenger vehicle purchased after June 17, 1987 is eligible for capital cost allowance. This includes sales taxes and other preparation and delivery costs. If a vehicle is subjected to this limitation, the normal terminal loss and recapture rules do not apply.

The definition of a passenger vehicle does not include vans or pick-up trucks designed to carry not more than two passengers. However, a crew cab designed to seat three or more passengers will be not be allowed.

The maximum deduction for lease payments (again for vehicles acquired after June 17, 1987) is the least of:

- the actual monthly lease cost; $600 per month; or the ratio of $20,000 to 85 percent of the manufacturer's list price, including sales tax, times the actual monthly lease payment.

The maximum deduction for interest on money to purchase a passenger vehicle after June 17, 1987 is $250 per month.

Operating expenses will be deductible to the extent of business usage.

Where an employee is provided with an employer-owned vehicle, the reduction in the basic standby charge can only be reduced if the vehicle is used more than 90 per cent for business purposes. Note that travel directly to and from home and the normal place of business is not considered to be business travel.

Regardless of the impact of these new rules, the standby charge on employer-owned vehicles is still based on the original full capital cost of the vehicle.

Parking costs—which the June 1987 White Paper proposed to treat as non-deductible—will continue to be a deductible business expense.

For 1988, deductibility of tax-free automobile allowances will be restricted to $00.31 for the first 5,000 km and $00.25 per km on the excess. This restriction does not apply if the allowance is included on the employee's T4.

An allowance is not taxable to an employee if it is reasonable and based solely on kilometres driven for business purposes. Accordingly, flat monthly allowances will not be considered reasonable and will be taxed as taxable benefits.

For 1988 and subsequent years, it is crucial that detailed mileage records be kept to substantiate automobile expense claims.

Prepared by tax department of
MacKay & Partners, chartered accountants

REINDERS

ᑐᑭᓯᓯᐊᕐᓂᕐᓗᑎᑦ ᓴᓇᒃᓴᓕᐅᑕᖅᑎᑦ
ᐅᓪᓗᖓᓚᐅᔪᓂᑦ
ᐱᓇᓯᐊᖅᑕᕐᓂᑲ ᐊᐅᓪᓚᐃᓂᑦ
ᐅᒥᐊᓕᐅᖅᑎᑦ
ᖃᐅᔨᓴᖅᑎᑦ
ᖃᐅᓱᒋᐊᓘ ᑯᐃᓕᓴᓕᓂᑦ

Reinders Northern Limited
P.O. Box 754,
Iqaluit, NWT., Canada X0A 0H0

(819) 979-4200
ᓱᕐᔪᑦ (819) 979-5711

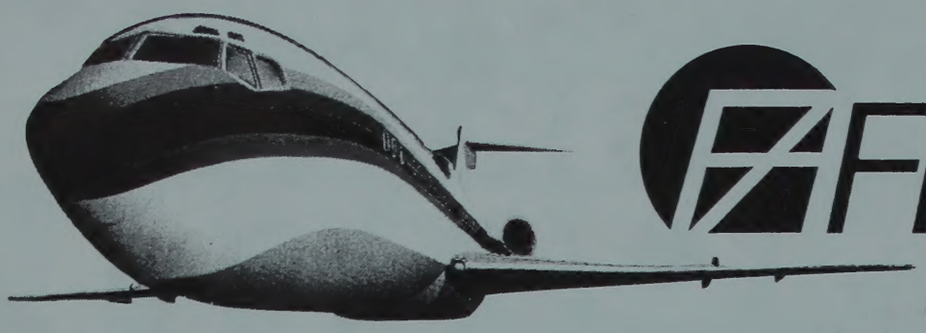
ᐃᑦᐱᓚᔪᑦᑐᒃᖢᖅ
ᓄᓇᕗᒻᒥ
ᓄᓇᕗᑦ?

ᑭᓪᓕᕐᒥ ᓇᒥᓂᖅᐅᖅᑐᐃᓪᓕ ᑲᑎᕐᖃᖅᑎᑦᓯᓂᖅ ᐃᑦᐱᓚᔪᑦᑎᓪᓕ. ᖃᓚᑭᕐᖃᖅᓯᐊᑐᑕᓗ ᑕᒪᑎᕐᖃᖅ.

ᒪᑦᓯᐅᑎᓪᓗᒍ ᖃᐃᖅᓯᓚᐅᖅᑐᒍᑦ ᓇᒥᓂᖅᑎᖅᐅᖅᑐᐃᓂᖅ ᓄᓇᓯᐊᓕᒪᒥ ᐅᖃᖅᖃᓕᕐᓂᖅᓄᑦ ᓇᒥᓂᖅᑦᓂᒪᑦ ᐱᕐᓇᐊᓕᓐᓂᖅᓂᖅ LPLᓕᔪᑎᑦ ᑲᔪᓯᔨᓪᓕᑦ.

ᑐᖅᑭᑦᓯᓚᐅᖅᑐᒍᑦ ᐃᓄᐃᑦ ᑐᒪᓗ ᑭᐅᑦᑐᐃᑦ ᐱᓕᑕᑎᑎᑦᓯᓂᖅ ᓄᓇᓯᐊᖅᑎᑦ LPLᓕᔪᑎᑦ ᐱᓪᓚᕐᓂᖅᑎᑦ.

ᐱᓪᓚᕐᓂᖅᖃᖅ ᐃᓪᓂᓂᐊᖅᑐᓕᕐᓂᓕᒧᑦ, ᐃᓪᓂᓂᐊᑎᑦᓯᓂᒧᑦ ᐃᖅᑲᐃᓕᑦᓴᐃᓚᖅᓂᖅ, ᑐᒪᓗ ᐊᑐᐃᓐᓇᖅᑐᖅ ᑭᐅᔾᔨᖅᑎᑦ ᐱᑭᖅᓯᕐᓂᑎᑕᐅᓚᐅᖅᑐᒍᑦ ᑭᐅᔾᔨᖅᑎᑦ ᑕᒫᓂ ᒪᑦᓯᐅᑎᓪᓗᒍ ᐱᓪᓚᕐᓂᖅᑎᑦ ᐱᓪᓚᕐᓂᖅᑎᑦᓯᓂᒃ ᐃᓕᓴᕐᓂᖅᑎᑦ ᐱᓪᓚᕐᓂᖅᑎᑦᓯᓂᒃ LPLᓕᔪᑎᑦ ᐱᓪᓚᕐᓂᖅᑎᑦ ᓄᓇᓯᐊᓕᒪᒥ ᐅᖃᖅᖃᓕᕐᓂᖅᓄᑦ ᐅᖃᖅᖃᓕᕐᓂᖅᓄᑦ ᐱᓪᓚᕐᓂᖅᑎᑦᓯᓂᒃ



FIRST AIR

ᒪᖃᓕᑕᒡᓕᐃᓪᓗ ᐃᓱᒪᐊᓐᓂᕆᓚᒪᓂᖅ!

ᓇᓪᓕᐊᒃ ᑲᖃᓕᒫᖅ ᓯᑐᓪᓕᖅᑭᖃᒍᑕᖅᓯᒪᓕᕐᓂ ᐅᑯᓂᖃᑦ:

- ☑ ᐱᑎᐊᖅᑎᑦᓯᓪᓗᓂ ᐊᑭᑭᓪᓕᑎᐊᖅᓯᒪᓂᕆᓂᖅ ᖃᖃᓕᑕᐅᑎᕆᓂᖅ ᓄᓇᕋᐊᑦ ᓄᓇᓕᖅᓴᓪᓚᑦ
- ☑ ᐊᓪᓚᖃᖅᓯᐊᖅᑎᑐᓂᖅ ᐱᓱᕋᕆᓂᓗᒃᑐᖅ ᐅᑭᐅᖅᑕᖅᑐᒥ/ᖃᓪᓚᓐᓇᓪᓚᑦ ᓄᓇᖅᓴᓂ
- ☑ ᖃᐅᔨᖅᑲᖅᓯᒪᓕᕐᓂ ᑕᓪᓚᓂᑎᐅᑦ ᐃᒪᖃᑎᒌᒍᑦ ᐊᑐᓚᐊᖅᑎᒃ (ᐊᑭᑭᓪᓕᑎᐊᖅᓯᒪᓪᓚᓕᒫᑦ 40 ᓴᓴᓇᓂᒃ)
- ☑ ᐱᑎᐊᖅᑎᑦᓯᔪᓕᕐᓂ ᓄᓇᕋᐊᑦᑎᒥ ᓯᓚᕐᓴᒃᓂᒥᑦ ᐱᓱᕋᕆᓂᑐᒃ ᐊᑭᑭᓪᓕᑎᐊᖅᑎᑦᓯᔪᖃᓇᓂᑐᒃ 40 ᓴᓴᓇᓂᒃ.
- ☑ ᐱᖃᓯᓂᒃ ᐅᖃᐅᔨᓪᓚᓂᒃ ᖃᖃᓕᕐᓂᖅᑎᒥ ᐱᓱᕋᕆᓂᖅᑐᒃ
- ☑ ᐊᑭᖃᓇᖅᓯᒪᓂᒃ ᐃᒥᖅᑎᑦᓯᔪᓇᖅᓯᒪᓂᒃ ᖃᖃᓕᒫᓂᒋᑦ
- ☑ ᐊᑭᑭᓇᓂᕐᓂᖅᓯᒪᓂᖅᓴᓕᐅᖅᑐᑦ ᓇᓪᓕᐊᓇᓂᐊᓇᖅᑐᑦ ᖃᖃᓕᕐᓂᖅᑎᒥ ᐊᑭᑭᓪᓕᑎᐊᖅᓯᒪᓂᖅᓴᓕᐅᖅᑐᑦ

ᑭᓯᓂ ᐃᐅᓐᔪᑦ ᑕᐃᒪᐃᖃᑦᑕᖅᓯᒪᓕᕐᓂ ᐊᒻᒪᓗᓗ ᓯᓂ ᑕᐃᒪᐃᑦᑐᓚᓐᓇᓐᓄᓐ ᖃᖃᓕᕐᓂᑦ

ᐃᓂᑦᓴᓕᐅᓕᖅᓴᓐᓂᑦ ᑭᖑᓪᓕᕐᓂᖅ ᖃᖃᓕᑦᕋᑦᓴᒪᓐᓇᑦ, ᐃᓱᒪᑭᓂᐊᖅᑲᐃᑦ ᖃᖃᓕᕐᓂᖅ ᐃᓱᒪᑭᔾᖃᖃᓕᕐᓂᖅ ᐃᑦᓇᓂ ᐅᑭᐅᖅᓴᓇᓂᒃ.

FIRST AIR

ᓯᑐᓪᓕᖅᑭᖅ ᓱᒪᐊᓐᓂᕆᓚᒪᓂᖅ

ᐅᖃᓕᖅᑭᑦ ᓱᒪᐊᓐᓂᕆᓚᒪᓂᖅ ᐅᵉᓐᔪ ᑭᑦᓯᓂ ᐃᐅᓐᔪᑦ ᐊᑭᖃᓇᖅᓯᒪᓂᖅᑐᑦ 1-800-267-7333ᒧᑦ

FIRST AIR SERVES THE NORTH

No matter where you live, getting to, from and around the Arctic and Greenland is easy on First Air. Our Boeing 727 jet service between Ottawa, Iqaluit, Rankin Inlet and Yellowknife links up our northern network to the world. Same day service is available between the north and most major North American points via our convenient bank of connecting flights with Air Canada at Ottawa.

First Air provides friendly and reliable service at reasonable prices wherever we fly. Our network serves the needs of passengers and cargo shippers alike — with schedules to suit your needs.

FIRST AIR

FIRST IN PERSONAL SERVICE

Reservations and Information:

Call us toll free from anywhere in Canada. 1-800-267-7333

Head Office:

Carp Airport,
Carp, Ontario, Canada K0A 1L0

Telephone: 613-839-3340
Telex: 053-3158
ARINC/SITA: YOW SS 7F
Telefax: 613-839-5690

Ottawa Cargo 613-521-5222

TRAVEL AGENT **DRI 10610**